

LIFE



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 Pen . . . \$15.00
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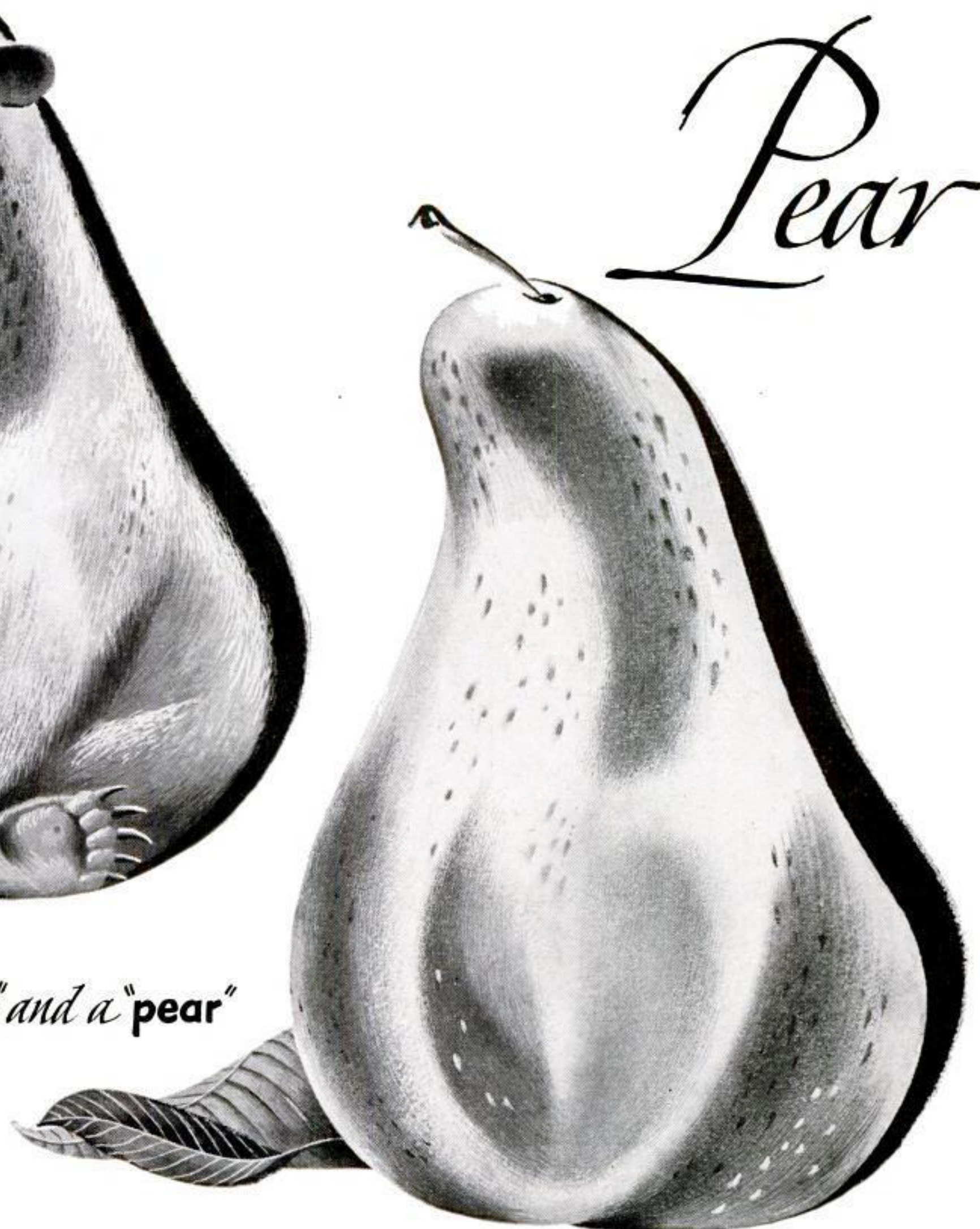
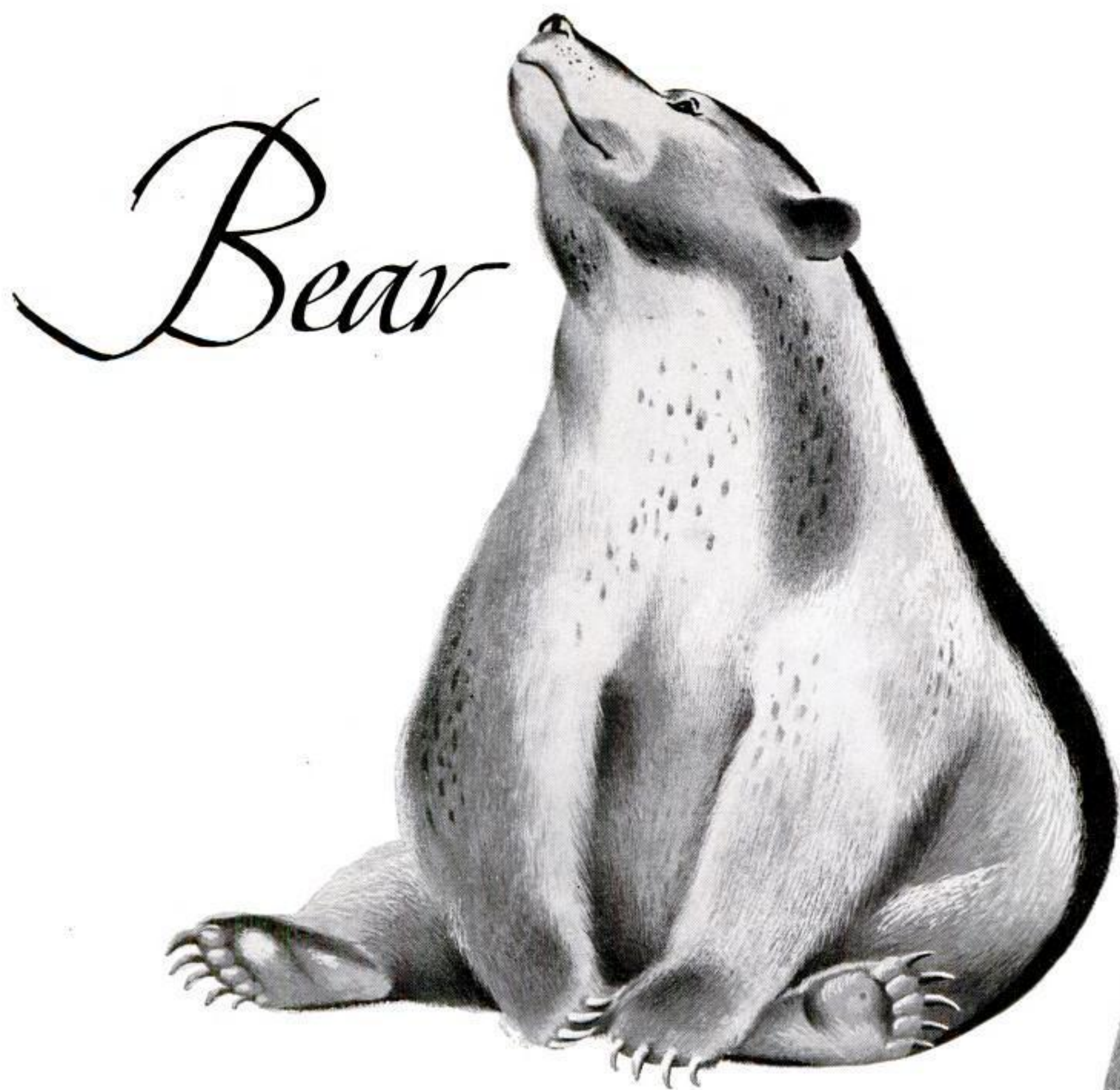
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Of course, the once proud owner of this blouse forgot
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A few cents spent on Kleinert's Dress Shields would have saved a blouse...
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Kleinert's Dress Shields come in all
shapes and colors. Wear your right size. Don't forget — your deodorant
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Kleinert's
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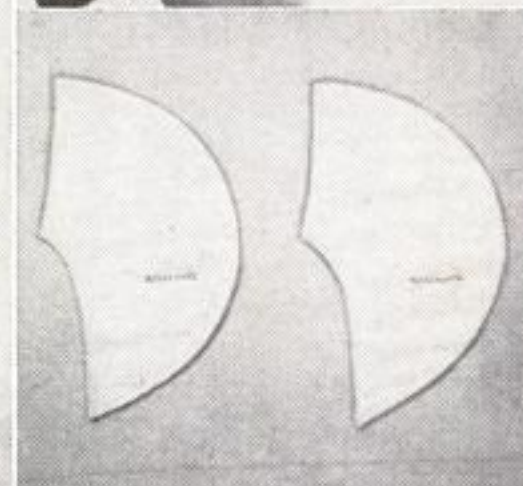
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without sewing. Double covered nainsook,
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Servings for eight, including chest, range from \$49.95 for 34 pieces to \$68.50 for 52 pieces. Four lovely designs to choose from.

Remember, Holmes & Edwards

is the best silverplate you can buy. It is Sterling Inlaid with two blocks of sterling at backs of bowls and handles of the most used spoons and forks.

Prices for all patterns

Your dealer has all these items in stock now—so make out your list today. Ask about budget plans, some as low as \$1.00 down.

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34 piece service for eight \$49.95
52 piece service for eight \$68.50

(Sets include chest. No Excise Tax)

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What makes old shoes like NEW!

at less than half the cost?

of course, it's

CAT-TEX

the very **SOLE** of economy!

Not rubber! Not leather! Not plastic!

CAT-TEX is the amazing, wonder-working soling material that *outwears* leather more than 2-to-1—automatically giving you double value for your shoe repair dollars!

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Regular CAT-TEX soles are ideal for all the family's dress, business and everyday shoes. Twin Grip CAT-TEX soles are perfect for heavy-duty wear, especially on children's shoes. Put on CAT-TEX today—don't put it off!

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In half & full soles

For all the family's shoes



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Quickly RID STOMACH of **GAS**

Do you ever suffer stomach gas, heartburn, from acid indigestion? Get amazing new BiSoDoL Mints for fast relief. Safe, gentle. BiSoDoL Mints give longer-lasting relief than baking soda—yes, hours of relief. Refreshing, minty flavor sweetens sour mouth, stomach. So relieve heartburn, upset stomach, from too much food, drink, smoking. Sleep all night long when acid indigestion strikes. Carry new BiSoDoL Mints for fast relief—anywhere, anytime. 10¢.

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Experts say—darker lenses, like the unique Solarex Twilight Color lens, give best protection from glare. Solarex lenses are Certified under U. S. Standard CS-79-40. Absolutely safe for the eyes.

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For lovely roses and spring flowers, use **Plantabbs now!**

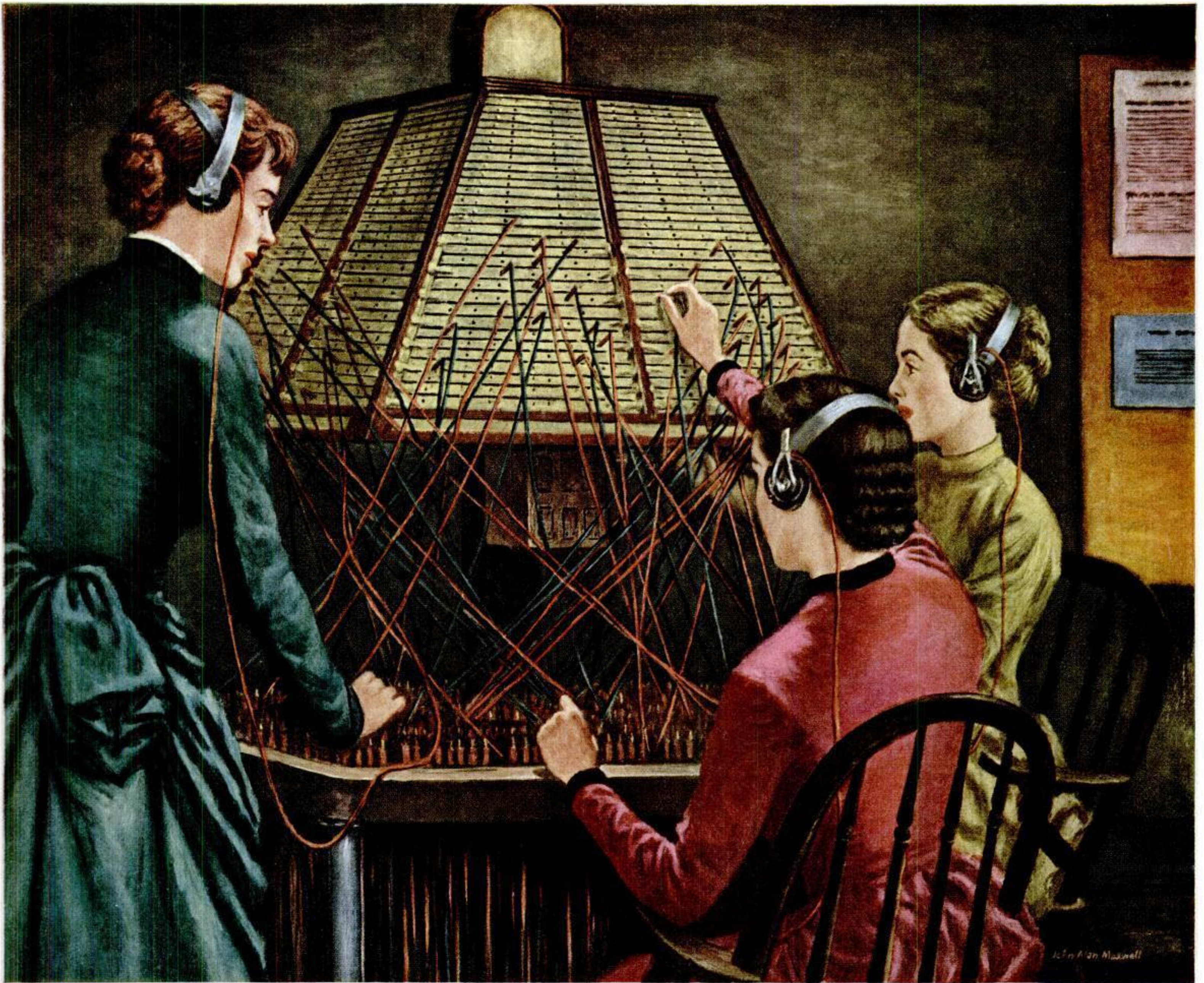


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PLANTABBS are clean, white tablets providing, in highly concentrated form, the food needed to make your potted plants and spring garden flowers amazingly beautiful.

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PLANT FOOD TABLETS PLUS B1



Since the telephone was "a toy"...

BACK in 1881, when this curious old switchboard was in use, many people thought of the telephone as little more than a toy. Apparatus was crude and service was limited—but even then the telephone was proving its worth.

As the Bell System took shape, Western Electric in 1882 became the System's manufacturing unit in order to assure a dependable source of dependable equipment. Through the years, we've made

good equipment that serves long and faithfully with a minimum of upkeep—the kind that helps make possible dependable, low cost telephone service.

- For 68 years now, Western Electric people who *make* telephone equipment, Bell scientists who *design* it and Bell Telephone company people who *operate* it, have worked most closely together with a single purpose: to give you an ever-improving telephone service that is high in quality, low in cost.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882



Everybody knows the sign of good coffee



Products of General Foods

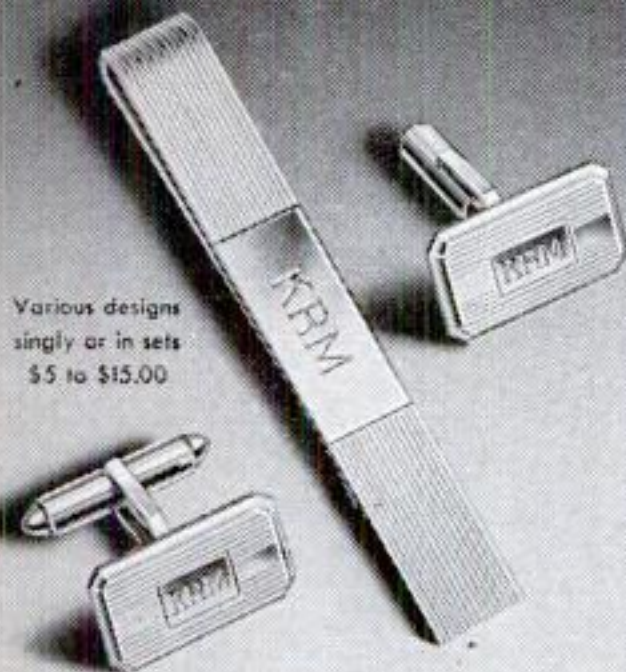
Sunday special! That extra after-breakfast coffee you can linger over in unhurried comfort. Make the most of it—with Maxwell House. There's a hearty goodness, a full-bodied richness in this famous coffee that brings you *complete* coffee-drinking pleasure in every cup. Why is Maxwell House so satisfying? It's the Maxwell House recipe . . . a recipe that calls for carefully chosen coffees blended a particular way. The *only* recipe for "Good to the Last Drop" flavor . . . a flavor so fine that it has made Maxwell House America's favorite, bought and enjoyed by *more* people than *any* other brand of coffee!



TUNE IN . . . "Father Knows Best" . . . delightful family comedy starring Robert Young . . . NBC, Thursday nights

Maxwell House . . . the one coffee with that "Good to the Last Drop" flavor!

MEN'S JEWELRY in *Presentation Quality*



FOR GRADUATIONS
BIRTHDAYS... WEDDINGS

Krementz Jewelry made with a rich, lasting overlay of 14 kt. gold will recall the happy event for many years to come.

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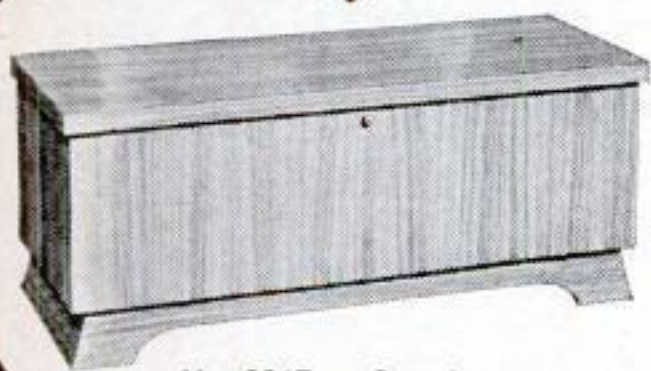
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Necklaces • Brooches

FOR MEN: Evening Jewelry • Cuff Links
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Miss America says,
"Graduation is the Time
to Start your
Hope Chest"



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Modern Chest in Limed
Oak. Tray included. \$49.95

The gift that
is used for life and appreciated forever

LANE CEDAR
HOPE CHEST

Make graduation the start of your real-life romance... start your hope-chest collection now! Guaranteed Moth Protection! One garment saved from moths pays for your Lane.

For every special occasion, Lane is the perfect gift for sweetheart, wife, sister, daughter, or mother.

THE LANE COMPANY, Inc., Altavista, Va.

Write Attention Dept. L37 for information, if desired.

LETTERS TO THE EDITORS

JOHN FOSTER DULLES

Sirs:

"How to Take the Offensive for Peace" (LIFE, April 24), by John Foster Dulles, shows unusual wisdom in treating great public matters, and LIFE shows unusual wisdom in printing it. May this kind of statesman grow in number and stature.

THE REV. C. E. KINGSLEY

First Baptist Church
Hamburg, Iowa

Sirs:

As Dr. I.Q. of the radio, I travel the length and the breadth of the 48 states, 52 weeks out of the year. In my luncheon talks and various appearances I have been trying at times to say in down-to-earth language what Mr. Dulles says in a very concise and impressive manner. I meet every day these people we call "Joe America." They are people who are confused and concerned, and to know that a statesman and thinker of Mr. Dulles' caliber is in there "thinking" will mean more than even you editors might believe. If we could only buy the Dulles' by the dozen!

LEW VALENTINE

Chicago, Ill.

Sirs:

If Mr. Dulles had time to read the article by Roy Rowan ("Italy's Peasants Seize the Land," LIFE, April 24) in the same issue in which he, Mr. Dulles, expounds the theory of "building peacefully a world of human liberty and justice," he would find the real answer to the troubles that are besetting the world today. If we, who practically ran Italian affairs and expended hundreds of millions of dollars in the past few years in order to fight Communism, couldn't (or wouldn't) help the Italian people to get more land, not guns, then indeed our foreign policy is on the rocks.

CLEMENS L. SHULLMAN

Daytona Beach, Fla.

Sirs:

For those who know something about the matter, and can therefore read between the lines, it must be clear now that if Mr. Dulles had been the American Secretary of State at the time of the London Conference in 1945, instead of "off-the-cuff talking Mr. Byrnes," we never would have the cold war and would be at peace now. Though I wish him all the luck I surely do not envy him his job.

DR. ALOIS CIBULKA

Houston, Texas

THE HUKS

Sirs:

I was in Manila when LIFE, April 17 issue came out. Upon my arrival in New York one of its editorials, entitled "Let's Do It!" was called to my attention. We are agreed on the end: the Huk problem must be solved, but I question the wisdom and efficacy of the means you advocate. The existence of an armed group of dissident peasants in the Philippines is a domestic problem; it can't be solved by sending in U.S. soldiers and marines.

A comparable situation in America would have arisen if, at the time of Shay's Rebellion, a Montreal journal had printed an editorial urging that an expedition be sent down from Canada to quell the disorders in Massachusetts. However well-intentioned, that type of intervention would have



Have a
Heart...

TAKE TWO.....OR THREE

They'll be yours! Cole's pique sun dress with illusion bra to look enticingly bare...makes heart-quakes wherever you go. Created by Cole designer Margit Fellegi in sun-bright colors. At fine stores—the dress \$16.95, with bolero \$22.95.



© 1950, Cole of California, Inc., Los Angeles

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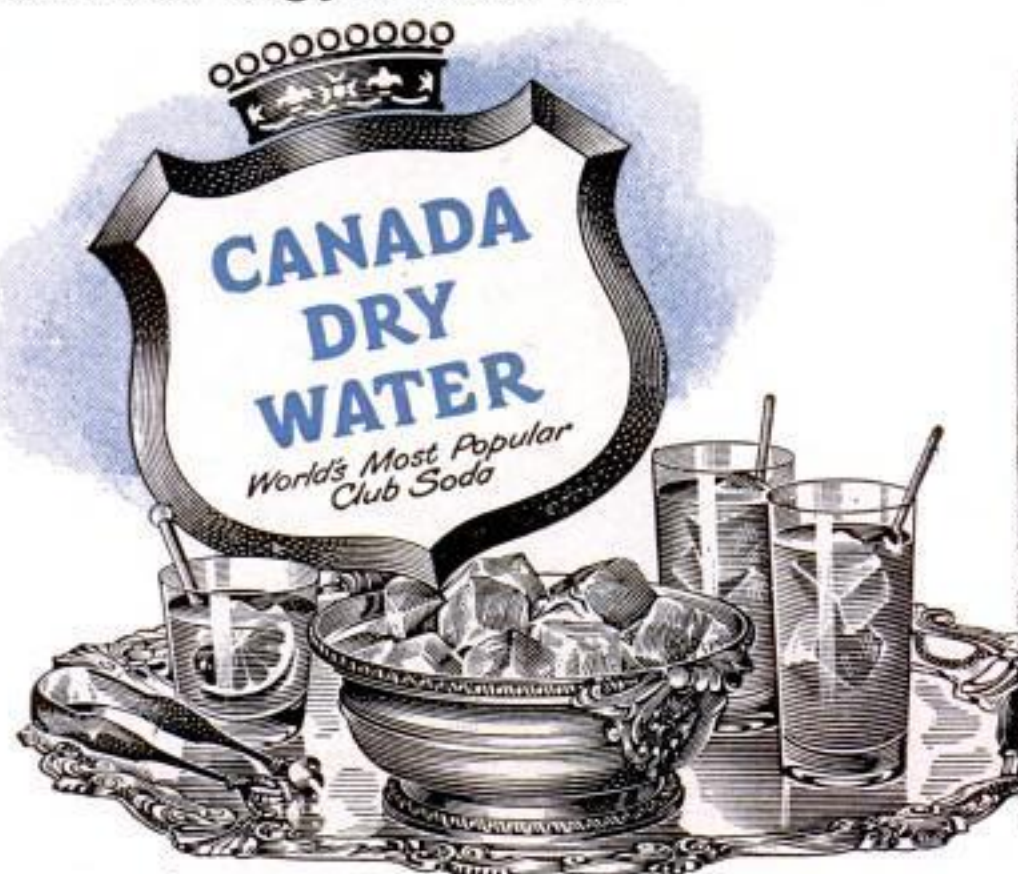
Be careless about your club soda. Sabotage your highball with ordinary club soda or carbonated tap water. You'll start out with a flat drink and wind up with a complete dud.



Choose your club soda as carefully as the rest of your highball. Use Canada Dry Water. Your drinks will taste better and—thanks to "Pin-Point Carbonation"—sparkle longer.

How **CANADA DRY**
PIN-POINT CARBONATION
makes drinks taste better!

Thanks to this scientific process, millions of tinier, longer-lived bubbles keep your drink sparkling at peak liveliness. Result: you always have a fresh-tasting drink in your hand no matter how long you "nurse" it.



Remember—
4/5ths of your drink is club soda...ask for the best—Canada Dry Water



LETTERS TO THE EDITORS

CONTINUED

antagonized the American people, compromised the independence of the U.S. Government, made martyrs of the insurgents and thus defeated its own ends.

Newspaper reports about Huk activities have been exaggerated. President Quirino is doing an excellent job of solving the problem by means of a joint program of economic reforms and firm action in maintaining law and order.

The U.S. and the Philippines have been comrades-in-arms, coworkers in peace. But there are some things which the Philippines must do by itself if it is to keep its self-respect and the respect of the free world. The Filipino people can and will do their own house cleaning, thank you.

CARLOS P. ROMULO
New York, N.Y.

● LIFE welcomes General Romulo's letter and would be happy to believe that his estimate of Philippine suffering is justified. However only harm can result from any understatement of the Huk threat. Since LIFE's editorial was written, leading Filipinos—including General Romulo, in a speech in Manila on April 17—have acknowledged that the threat is very serious indeed. No one disputes that the Huks are led by Communists, and there is every indication that a Communist victory of shocking proportions may be scored in the Philippines within the next few months unless adequate measures are taken to suppress the rebellion. LIFE trusts that responsible Filipinos, notably including General Romulo, will have the good sense to welcome any U.S. assistance which may be required and properly offered.—ED.

BLACK HILLS

Sirs:

It would be stating it very mildly if we said that in Rapid City we were disappointed in your story about us ("Run for the Black Hills," LIFE, April 24). With all the beautiful scenery, the fine buildings, the solid citizens and the many worthwhile things here, you show us up as very ridiculous.

ALNER G. SNESRUD
County Auditor

Rapid City, S.D.

Sirs:

Thank you for the restrained manner in which you "kidded" Rapid City's bid for the "Second U.S. Capital." We in Custer, S.D. are 42 miles farther from anywhere than Rapid City. But Custer provided the hermit who appeared in your full-page picture.

R. I. COLVIN

Custer, S.D.

Sirs:

I grant that the Black Hills might seem to be an ideal hiding place for the government top brass in event of a rupture in the dam. But Rapid City, through a very live-wire chamber of commerce, has been claiming credit for the Black Hills for years, when actually Rapid City itself is on a flat in the foothills.

R. L. NESBITT

Rich Creek, Va.

CONTINUED ON PAGE 10

BIGGEST BUY IN BRIEFS



ONLY 80¢

T-Shirts 95¢

Sleeveless shirts, 65c and up.
(5c more in Pacific and Rocky Mountain States.)

Fig Leaf Brief Values:

- HYGIENIC DOUBLE-PANEL SEAT
- Fully combed yarn
- Finest elastic waistband and leg openings

why pay more?



WORTH SHOPPING FOR!
AT GOOD
STORES THROUGHOUT AMERICA

P. H. HANES KNITTING CO., Winston-Salem 1, N. C.



Only

Champions Have Earned This Stamp of Public Approval



Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



BY APPOINTMENT
PERFUMERS TO
H. M. QUEEN MARY.
YARDLEY, LONDON



a completely new lipstick
by YARDLEY

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Rapid City has been at least a part-time capital in the past. When Calvin Coolidge made his summer home in the Black Hills in 1927, his executive offices were in Rapid City. Here is a picture of him at Rapid City measuring up his new chaps.

CARL T. BURGESS
Manager

Rapid City Chamber of Commerce
Rapid City, S.D.



COOLIDGE IN RAPID CITY

LINCOLN FUNERAL

Sirs:

I was thrilled to see among the pictures ("Lincoln's Funeral" LIFE, April 24) one of my uncle's studio and himself—"a photographer named 'Mayo.'" Joseph B. Mayo was mother's brother and we still have this picture of him taken about 1865 at his studio at 303 Broadway.

LAURA MAYO WILSON
Caldwell, N.J.



PHOTOGRAPHER MAYO

LUCKY

Lucky:

I have been so interested in you, dear Lucky, and was so pleased when I received LIFE today and to know you have such a wonderful home and someone to love you so much ("Lucky is One," LIFE, April 24).

I'll never forget how I felt when I first saw your pathetic picture—I just couldn't forget you and maybe cried a little. I'll bet your mother was nice for you are such a sweet little girl dog. Lucky, in case you ever get married and have a family, wish you'd let me know—and if you have more babies than you know what to do with, I'd love to be their foster mother.

I know your "mommy" will be very

EASY! ECONOMICAL! BEEF GRAVY BURGERS



BEEF GRAVY BURGERS

1 pound ground beef
1 small onion, chopped
1/2 teaspoon salt
1 tablespoon shortening
1 can Franco-American Beef Gravy
5 slices toast

Mix beef, onion and salt; form 5 meat cakes. Cook in shortening in heavy skillet until done. Add gravy; simmer 5 minutes. Serve on toast with gravy poured over meat cakes. Makes 5 servings.



Made from the juices of selected beef...with that genuine roasting pan flavor! Delicious served hot with any meat-and-potato dinner. On sandwiches. In stews. Or added to make your own gravy s-t-r-e-t-c-h.

Franco-American
Beef Gravy makes the meal!

NEW, STRONGER "Resinite" RUBBER COMB!



29¢

FLEXIBLE!
TEETH WON'T
SNAP OFF!

Made of tough, new "Resinite" Rubber to withstand hard usage. Teeth are smoothed and rounded by new process... won't scratch your scalp... won't catch your hair! Easy to clean. Beautiful glossy finish in black or walnut brown. 6 popular styles for men and women.

**PRO-PHY-LACTIC
COMBS**

CONTINUED ON PAGE 12

OFTEN THERE'S NOTHING SO RESTFUL—

OR STIMULATING—

AS AN HOUR IN A

Flower Garden

SOMETIMES it's not so much what's said as what remains unsaid that's important. Like on the Saturday afternoon that Joe and Mary Thomas walked into the flower garden of the old Bentley home.

Doris Bentley was tending the azaleas. Although she was in her forties, she looked girlishly trim, kneeling there, canopied by a huge straw hat.

They chatted—Joe and Mary and Doris—for almost an hour, warmed by the rays of the late spring sun and the easy comfort of well-seasoned friendship. Doris showed them two small sections of the garden, each cared for by one of the children. "You never saw such competition in your life," Doris laughed. "They practically get out a ruler to see whose flowers are growing faster."

The only thing that was a key to her real thoughts was one small sentence Doris said as they were leaving. "I often think how lucky the children and I are to have this garden—and all that goes with it."

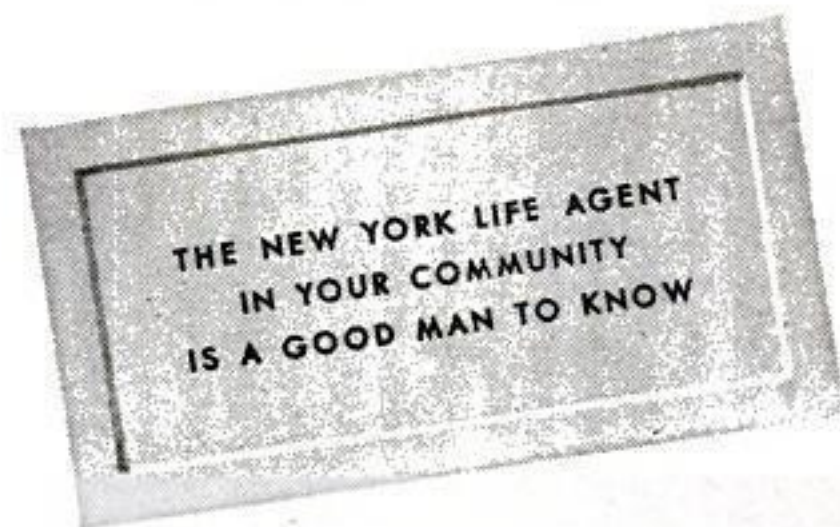
But Joe knew the rest. He knew that

she had spent many thoughtful hours in that garden, grateful for the love and foresight of her husband who had provided for her and the children.

And Joe, on his part, felt a sense of accomplishment that many men never know. For here, in the quiet of the garden, was testimony enough that he had chosen so wisely years ago when he had decided to concern himself with people and their protection, when he had made up his mind to become a New York Life agent.

Joe felt, as he and Mary left, that what had been left unsaid was much more important than what had been said—there in the garden that Saturday afternoon.

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.



Naturally, names used in this story are fictitious.



WOW!

That awful stuff
in our car?



It's in most everybody's car after a winter of hard driving. If you want to duck some expensive repair bills—better get a new **PUROLATOR Refill** for your oil filter—quick!

When a filter is constantly freeing your oil from engine-wrecking abrasives, it soon gets choked-up itself. No longer can it do the vital job which the maker of your car put it in there to do. As a result, your engine won't run as well or last as long as you want it to. And it may cost you more for repairs later on.

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This Spring, play it safe! Put in new oil . . . and a new Purolator Refill. \$1.38 to \$3, depending on make of car.



*Reg. U. S. Pat. Off.

LETTERS TO THE EDITORS

CONTINUED

careful about whom you choose for your mate for you're so young and a girl has to be careful, but may I suggest that you not let your heart rule. Don't let all this luxury go to your pretty head and stay as sweet as you are.

MRS. H. M. HUDSON

Miami, Fla.

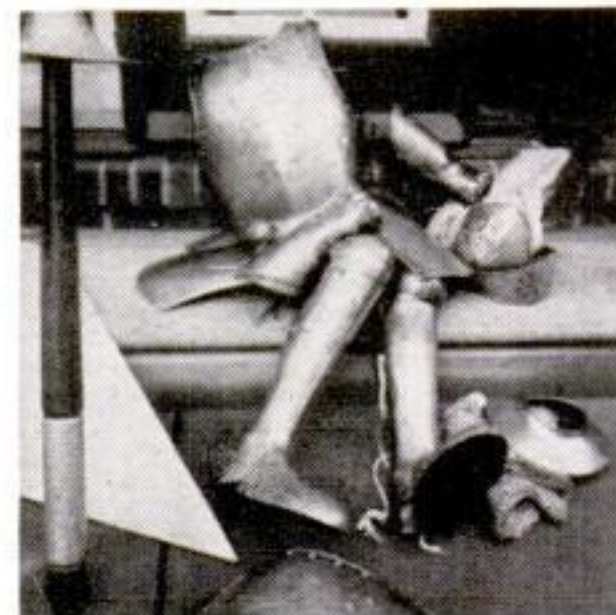
PHILADELPHIA KNIGHT

Sirs:

What a coincidence! At the same time your photographer was taking pictures of a knight in Paris ("Sir Roland Sallies Forth," LIFE, April 17), I was taking pictures of a knight in Philadelphia. I am a student at the Philadelphia Museum School of Art and took these pictures seven weeks ago as a photographic assignment. The knight, a friend of mine dressed in armor rented from a theatrical costume store, posed for me in Philadelphia parks.

MARVIN GOLDMAN

Philadelphia, Pa.

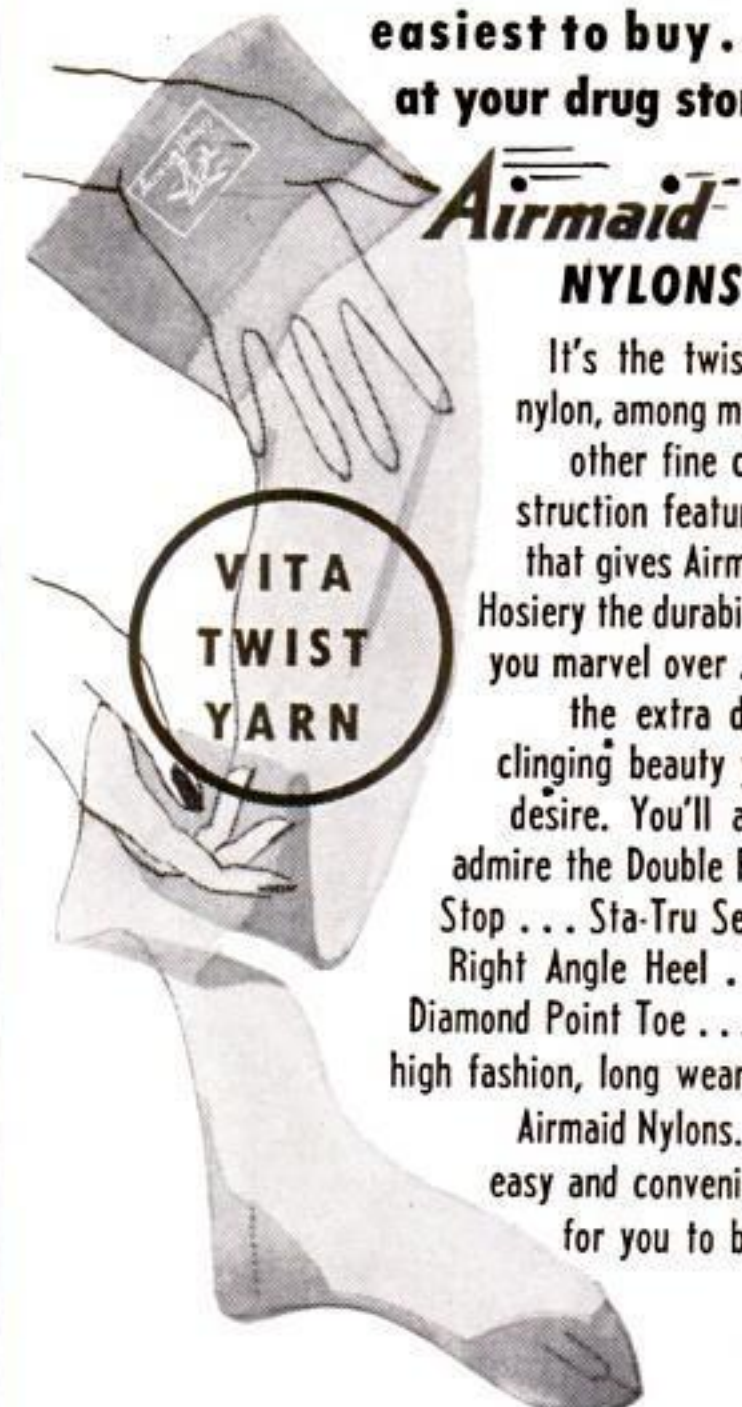


KNIGHT IN PHILADELPHIA

CONTINUED ON PAGE 14



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It's the twisted nylon, among many other fine construction features, that gives Airmaid Hosiery the durability you marvel over . . . the extra dull, clinging beauty you desire. You'll also admire the Double Run Stop . . . Sta-Tru Seam Right Angle Heel . . . Diamond Point Toe . . . in high fashion, long wearing Airmaid Nylons. So easy and convenient for you to buy.

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Try these and other Clicquot Club flavors. They're delicious!

ORANGE COLA ROOT BEER GRAPE

LETTERS TO THE EDITORS

CONTINUED

EL GRECO

Sirs:

Aldous Huxley's article ("El Greco," LIFE, April 24) seems to me one of the best pieces on Greco in a long time. He accomplished a difficult feat by saying precisely what Greco's paintings mean and by giving at the same time a key to the understanding of all art. Everyone grappling with the problem of what art is all about should read the article.

Greco is so exciting just because he appeals to so many different levels in us: the rational, the mystic and the subconscious.

MARTIN S. SORIA

East Lansing, Mich.

MR. B

Sirs:

I am disgusted with LIFE for printing the picture of Billy Eckstine and his admirers ("Mr. B," LIFE, April 24).

FRANK J. ROY JR.

Columbus, Ga.

Sirs:

... If that was my daughter she would be lucky to be able to sit down in a week when I finished with her.

JOHN H. EDMONSON

Fairfield, Ala.

Sirs:

I have never enjoyed anything so much as seeing Mr. B. To hear him sing is an inspiration. One forgets about such things as the talk of an atomic war, Communism, the high cost of living and people like Stalin.

PAT WRIGHT

San Francisco, Calif.

ITALY'S LAND GRAB

Sirs:

The article "Italy's Peasants Seize the Land" (LIFE, April 24) and the accompanying photos is history again repeating itself. Almost 2,100 years ago Tiberius Gracchus wrote of the landless Roman peasants: "The savage beasts in Italy have their particu-

CONTINUED ON PAGE 17

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Every "natural" athlete demands the complete natural freedom South Sea Islanders enjoy. So for golf or any sport, for every day — choose Utica Bodygard — the perfect athletic brief that gives really "natural" freedom! Bodygard won't climb or bind. Extra support in the unique 3 point suspension; extra comfort in the roomy saddle seat, spring needle crotch; extra wear in the flat lock seams. Ask for Utica Bodygards at any store!

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The fact that more women prefer DEL MONTE to any other brand of canned fruits and vegetables means just one thing . . .

For every penny you spend on canned foods, DEL MONTE Brand gives you your biggest return—the sheer enjoyment of grand, good eating, your assurance of dependable quality, time after time.



Buy wisely! Buy for flavor! Buy

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If you love coffee (and who doesn't?) . . . if you feel the prices you've been paying are too high (plenty do!) . . . then your best move is: change to A&P Coffee! You'll enjoy this superb coffee with its rich, rare flavor. You'll be delighted with the way it's Custom Ground, when you buy, just right for the way you make coffee. So compare coffee prices. See what you save by changing to A&P Coffee from others of comparable quality. You can be sure it's your best move!

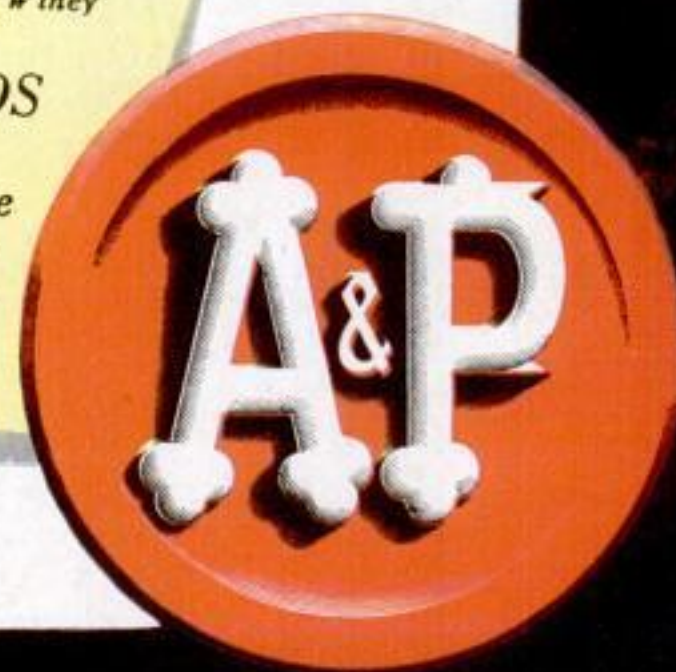
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3 DISTINCT BLENDS (ALL WONDERFUL)

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LETTERS TO THE EDITORS

CONTINUED

lar dens, they have their places of repose and refuge: but the men who bear arms and expose their lives for the safety of their country enjoy in the meantime nothing more in it but the air and light; and, having no houses or settlements of their own, are constrained to wander from place to place with their wives and children." In their battle for land reform, he was murdered, and his brother Caius, pursued by murderers, was also killed.

NOAH D. ALPER

New York, N.Y.

Sirs:

My husband and I visited Carfizzi recently, spending seven months there with his mother, brothers and sisters. It is a wonder to us how a LIFE reporter ever found tiny, almost inaccessible Carfizzi where people still do everything as they did generations past. They are sincere, simple, hard workers and are very honest.

ANNE FALBO

Detroit, Mich.

BOMBAY PROHIBITION

Sirs:

The photo on page 51 ("Prohibition Comes to Bombay," LIFE, April 24), disregarding moonshine, is the first time I ever saw bananas and banana leaves growing on a palm. Maybe the photographer had a sample bottle before writing his caption.

TED EMORY JR.

Winter Park, Fla.

● The photographer was sober, but nevertheless it is a banana tree, not a palm.—ED.

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HAT OF FUTURE by Mr. John spirals down body. The wearer can cut it off at the most flattering point.

SPEAKING OF PICTURES . . .

Magazine photographers preview the future's fashions

When the American Society of Magazine Photographers held its spring meeting in New York recently, the theme was "Fashions of 1975." Although none of the A.S.M.P. members appeared in futuristic dress themselves, they had a lot of fun ogling and photographing the models who did. Some of the country's top

fashion designers cooperated by producing the weird-looking attire shown here. But one model (*right*) was not as cooperative as the designers, refusing to wear her dress according to specifications because it would leave one breast bared. "If everyone dresses like that in 1975, I will too," said Model Cherry Nelms. "But not now!"





PARACHUTE DRESS was made by Valentina, who specified a much lower bodice than shown above.



FLARING SKIRT of parachute dress, photographed by Martin Munkácsi, will permit wearer to float in air and enter houses through windows as well as doors.

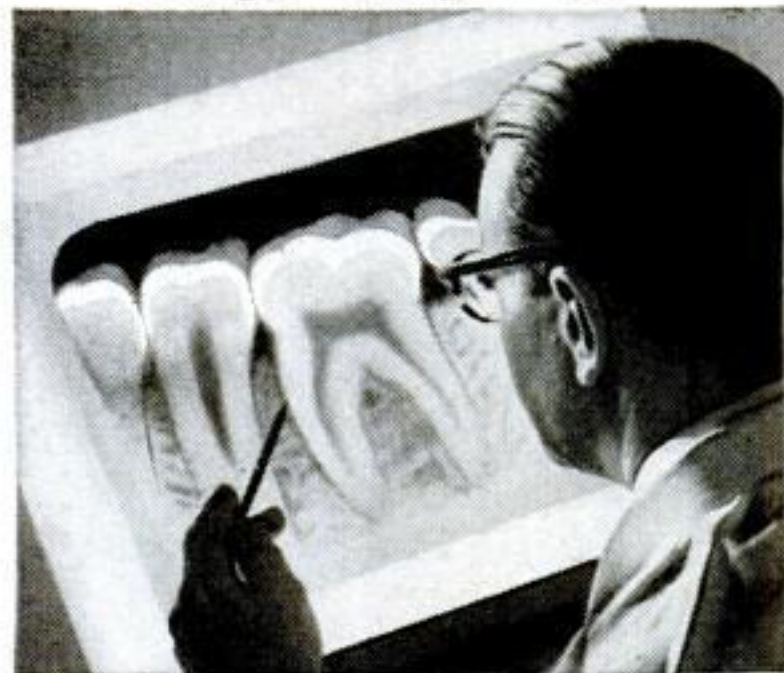
FACE OF FUTURE. photographed by Richard Avedon, is set off by eye make-up. "Eyes in 1975 will be made up for fun, for tragedy, for love," says Avedon.

No Other Dentifrice Offers Proof of Such Results! Proof That Using

COLGATE DENTAL CREAM HELPS STOP TOOTH DECAY!



2 Years' Research at Five Leading Universities Proves That Using Colgate's Right After Eating Helps Stop Tooth Decay Before It Starts!



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YES, THE SAME TOOTHPASTE YOU USE TO CLEAN YOUR BREATH WHILE YOU CLEAN YOUR TEETH, has been proved to contain all the necessary ingredients, including an exclusive *patented* ingredient, for effective daily dental care. No risk of irritation to tissues and gums! And no change in Colgate's famous flavor, foam, or cleansing action! No dentifrice can stop *all* tooth decay, or help cavities already started. But brushing teeth with Colgate Dental Cream as directed is a safe, *proved* way to help stop tooth decay!



ALWAYS USE COLGATE'S TO CLEAN YOUR BREATH WHILE YOU CLEAN YOUR TEETH—AND HELP STOP TOOTH DECAY!



COLGATE
RIBBON DENTAL CREAM

ECONOMY SIZE 59¢
ALSO 43¢ AND 25¢ SIZES

FUTURE'S FASHIONS CONTINUED



AT HEIGHT OF PARTY, as 350 other guests listen to singing trio, Photographer John Rawlings relaxes on a couch in this set he built for his pictures.

NO PACKING PROBLEMS

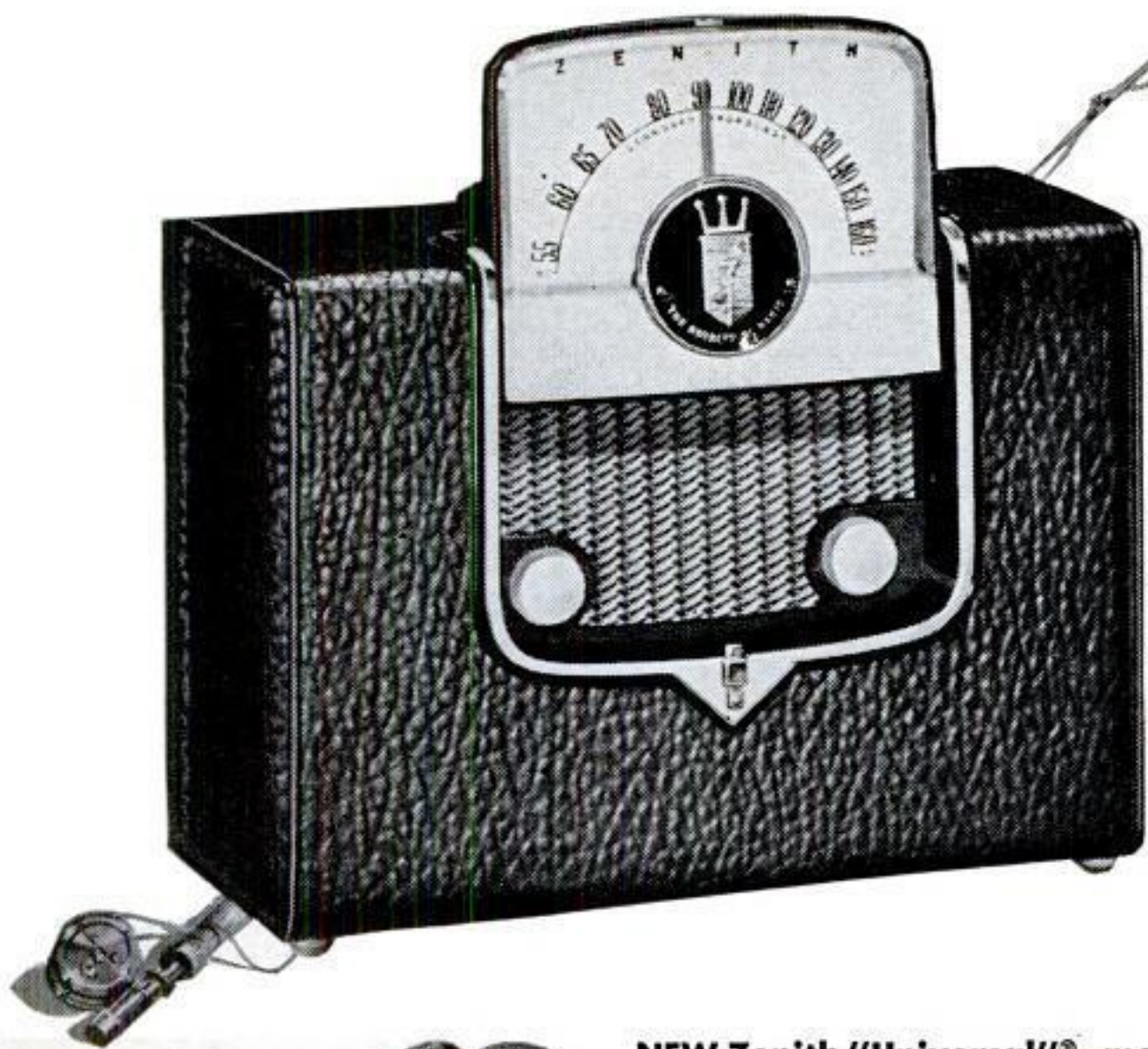
Castillo, of Elizabeth Arden's, thinks that in the future everything will be small—small houses, apartments, cars. He also believes that fashion does not properly express the period: in the prosperous '20s, when everything else was expansive, women wore tight shirts and skirts. Following this theory Castillo has made his 1975 dress (*below*) wide and billowing. But because things will be small, the dress material is so light that it can be packed to the size of a package of cigarettes.



"KALEIDOSCOPIC DRESS," photographed by Rawlings when the singing (*top picture*) was over, will change color under different lights and can be set to desired color for the evening by exposing it to the proper type of light.

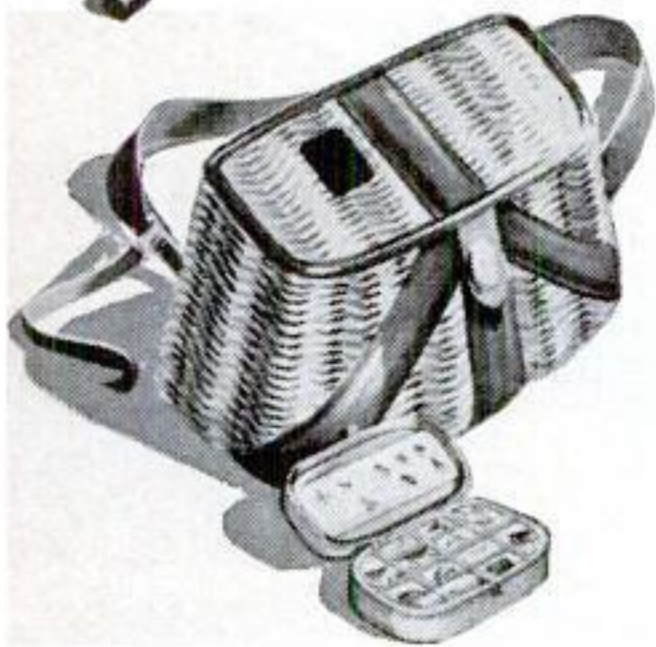
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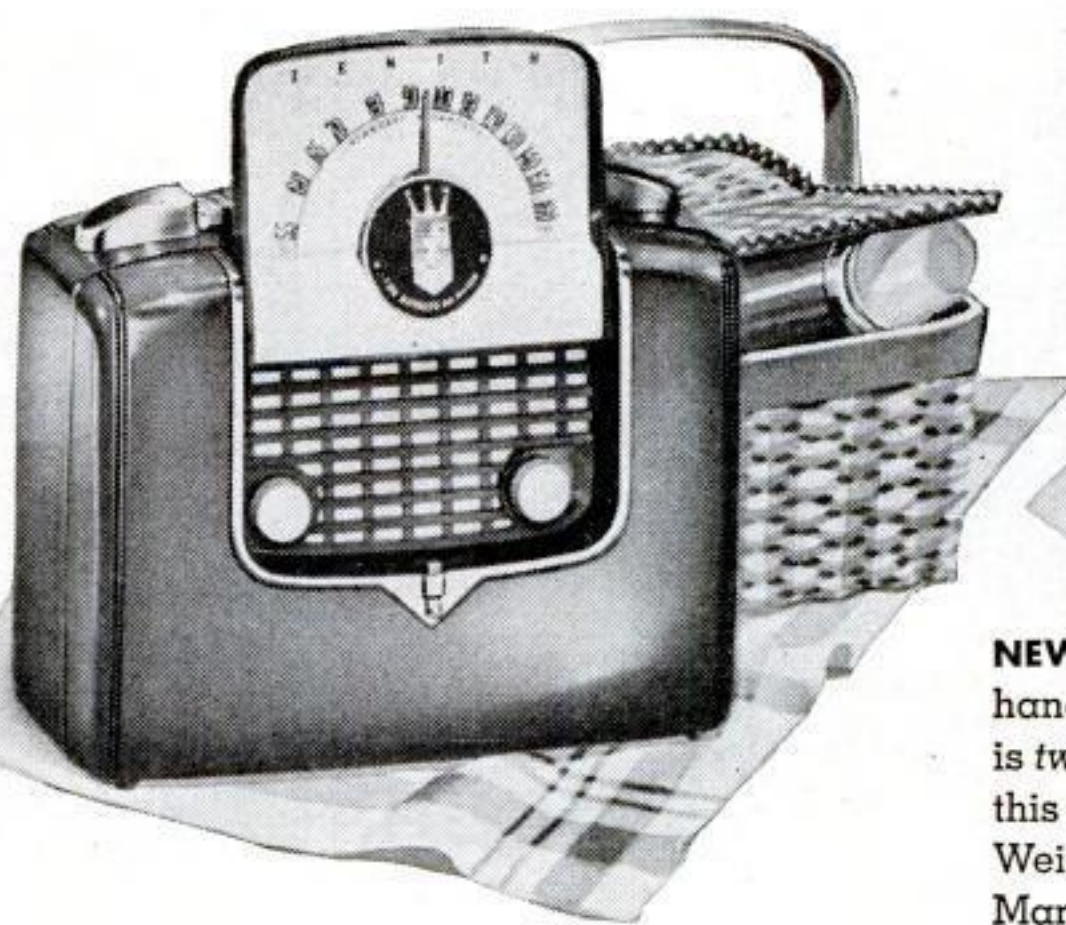
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LIFE'S REPORTS



GAMBLING DUCHESS, Sarah Churchill was bad loser or winner.

PECULIAR PEERS

Directory's new volume
takes dukes, dignified
and dotty, to the "S's"

by FRANCES LEVISON

LONDON

It is still a pleasant British tradition, despite recent activities of the Labor government, to reserve a certain amount of respect and veneration for the nation's peers. The paradox is, however, that while live peers are generally given their due, dead peers are frequently remembered for their more raffish and, to say the least, peculiar moments. Probably the most convincing testimonial to this tradition is *The Complete Peerage*, an esteemed directory whose editors have conscientiously included not only all the proper information one needs to know about the noble dead (it is quoted as often and as extensively as the *Dictionary of National Biography*) but just about all the legend and plain gossip there is as well. *Peerage's* Volume No. 1 (Abbey Leix to Basing) was published in 1910, and subsequent volumes have been appearing ever since. The latest, Volume No. XI (Rickerton to Sisonsby),

VALLI
starring in
Carol Reed's
"THE 3RD MAN"
A Selznick Release
says:

**"RC
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"There's no cola like lively RC," says Alida Valli. "It tastes best—really cool and refreshing from first sip to last." Yes, RC makes you feel like new! Get a carton of best-tasting RC today.



CONTINUED ON PAGE 24

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Mansfield *Benton*

BE BOLD! Mix a dash of color in your footwear. Here's that *solid smash* of eastern university campuses—Mansfield white buck, latched to a thick, lively red rubber sole. A-1 correct with slacks and sports jackets. Refreshing . . . casual. *Move in, lads!* \$9.95. Mansfields start at \$8.95.



BENTON
\$9⁹⁵

Slightly higher in the West.

Mansfield

LIFE'S REPORTS CONTINUED

has just recently come out. Its content, I am pleased to report, proves that the *Peerage's* sources of information—and its candor—have abated not a whit.

Peers, the directory's historians have found, may come from absolutely anywhere. The *Peerage* teems with butchers, poulterers, caterers, tailors, apothecaries, mail robbers and chambermaids. Noblemen sometimes develop out of illegitimate sons of a baker, a hairdresser, a stocking weaver. The carpenter-grandfather of one illegitimate lord, we are assured by the *Peerage*, was "the only honest member of the family and the only one to die in his own bed."

While many a humble citizen was elevated to the peerage because of distinguished service, the manufacture of titles occasionally was, to all appearances, a blunt business. Take, especially, the "Petticoat Peerages." Of two mistresses who pleased George I, "One of these was created Duchess of Kendal and the other Countess of Darlington, to reward their merits in their respective departments and to encourage the surrender of prudery in younger and handsomer subjects."

Once acquired, peerages lasted anywhere from one day (Baron Leighton of Stretton died heirless the day after he was made a peer in 1896) to 808 years. Many peers were hanged for treason or as common murderers. A Duchess of Gloucester died in 1454 during imprisonment for witchcraft, sorcery and treason. One impulsive group of peeresses simply kicked over the traces and ran off with stable hands, gypsies, French painters, jockeys and pursers of ships.

The worst peers apparently lived in the 18th Century, according to *The Complete Peerage*, whose editors unearthed this reference to

Sandwich, who from the moment of his birth

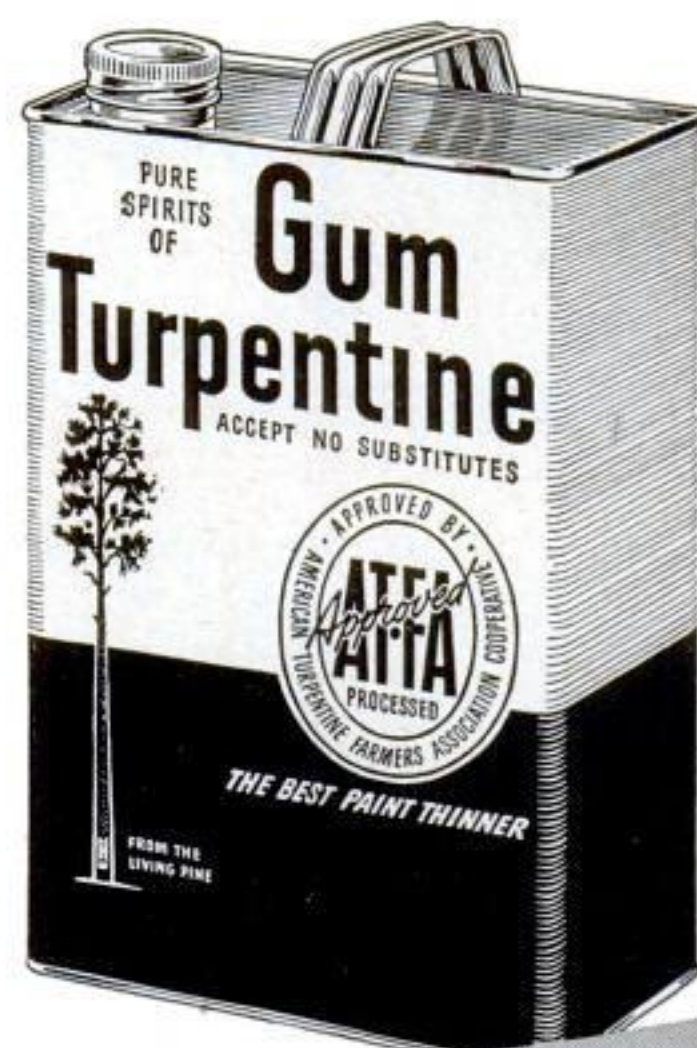
Made human nature a reproach on earth.

A certain baron is described simply as "a bold, bad, blundering, blustering, bloody booby." Concerning the first Earl of Grosvenor, *Peerage* quotes this evaluation from a 1792 book entitled

CONTINUED ON PAGE 27



FIRST EARL OF GROSVENOR



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Gum Turpentine is the standard, foolproof paint thinner preferred by 9 out of 10 painting contractors and master painters. Economical—makes paint go farther—last longer. Best for cleaning paint brushes. Use Gum Turpentine for cleaning furniture, floors, woodwork, windows—metal, porcelain, glass and linoleum surfaces. Pt., qt., gal. & 5-gal. sizes—wherever paint is sold.

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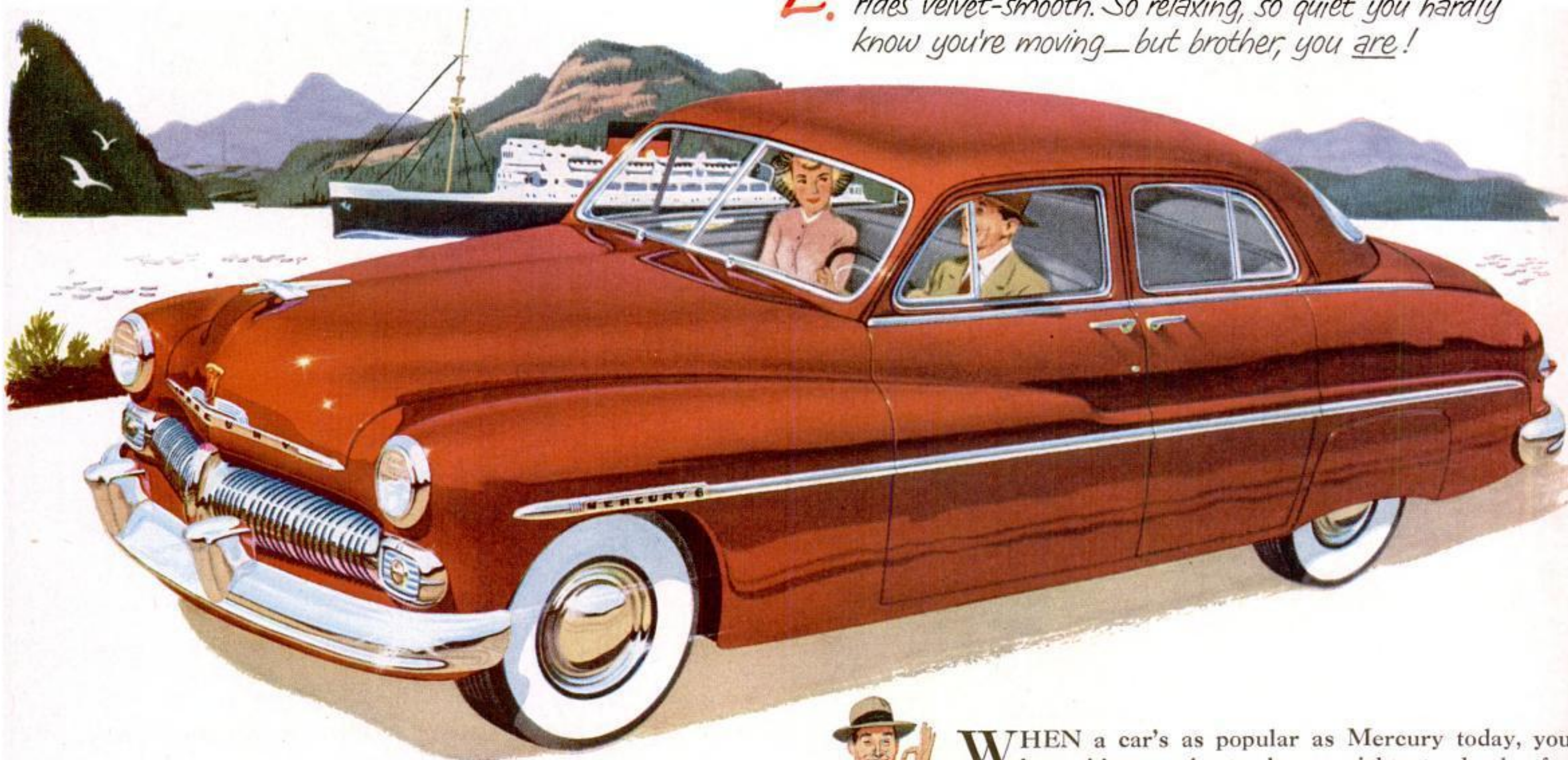
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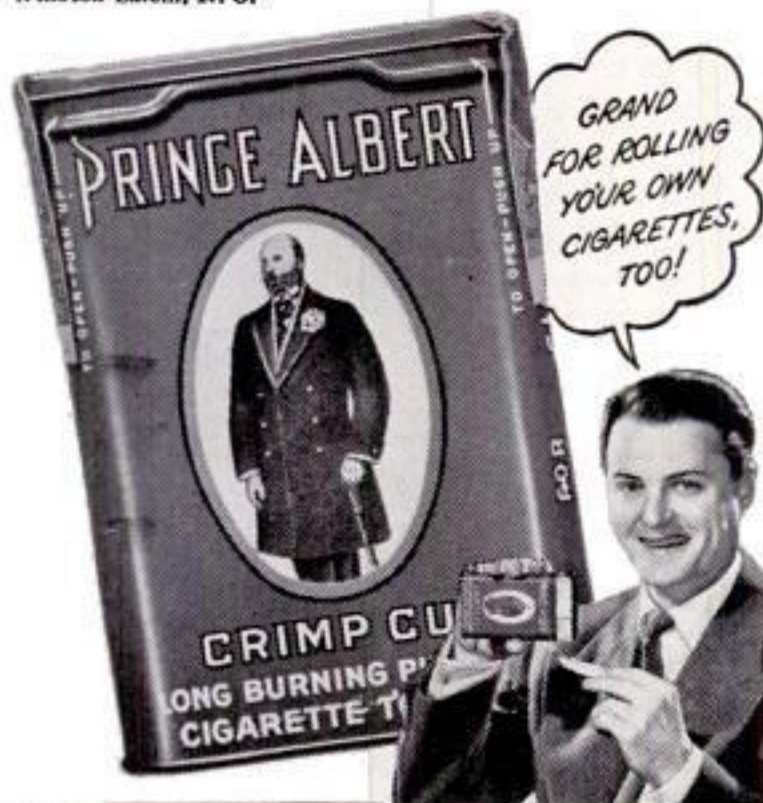
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**P.A.* means
Pipe Appeal and
Prince Albert**

You know by her glance that he has Pipe Appeal. And you can tell by his contentment that he's found real smoking joy in a pipeful of mild, rich-tasting Prince Albert. Get P.A.! Prince Albert's choice, crimp cut tobacco is specially treated to insure against tongue bite.

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The National Joy Smoke

LIFE'S REPORTS CONTINUED

The Jockey Club: "His Lordship never performed a generous action in his life, and but once a just one; and that was when he attempted to hang himself."

Though the peers were certainly sinners, their sins were often amiable. The fourth Earl of Orford, *Peerage* quotes a contemporary, whimsically "gambled or gave away the grand outer double flight of steps to the front of the house." The 15th Lord Saye and Sele, according



LORD SAYE AND SELE

to a pleasant legend, led a life that "was too merry to last. . . . When his valet, tucking him up, asked for orders, he replied: 'Put two bottles of sherry by my bedside and call me the day after tomorrow.'"

Some of the peers simply did not know their own strength. At the age of 10 the fifth Earl of Queensberry, quite mad, wandered off from his cell in Holyrood Castle, "fell upon a cook-boy who was turning the spit in the kitchen, and whom he killed, spitted and roasted before the fire." The spirited sixth Earl of Guilford boyishly rolled his Eton tutor down the famous 100 steps of Windsor. The lower classes, however, had their reward now and then. When the fourth Duke of Ancaster died he "left a legacy to a very small man



DUKE OF ANCASTER

that was always his companion, and whom, when he was drunk, he used to fling at the heads of the company."

Hot blood and pampered libidos led, inexorably, to murder. The Earl of Leicester, after taking the French town of Lavour in 1209, "hanged the commander . . . seigneur . . . several knights and 80 persons of distinction, and burnt more than 300 heretics, and the châtelaine, the Dame Giraude, he threw into a well,

CONTINUED ON NEXT PAGE

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LIFE'S REPORTS CONTINUED

which he filled up with stones." One lord shot a priest for refusing him absolution. Janet, Lady Gray, smothered her first husband, Lord Lindsay, before she wed Lord Gray in 1492. The jealous second Earl of Chesterfield is said to have had his second wife poisoned in the wine administered for the sacrament. And Lady Abargane whipped her 7-year-old child until it screamed; when her husband complained about the noise she threw it to the ground and cracked its little skull.

The dashing Sarah Churchill, Duchess of Marlborough, gambled incessantly, "but whether she wins or loses never rises from her seat without 'God damn you.'" Barbara Villiers, who was called "the insatiable countess," carried on simultaneous intrigues with King Charles II, a team of actors, a rope dancer, a dramatist, "the invincible Henry Jermyn," and Churchill (afterward the great duke). Her daughter Anne, Countess of Sussex, was claimed by three fathers: Lord Chesterfield, the Earl of Castlemaine (Barbara's husband) and the king. Among Barbara's many accolades was the dubious title, Baroness Nonsuch.

Englishmen courted such ladies with praiseworthy imagination. The son of the second Earl of Derwentwater, after urging his suit 15 times without success, finally slithered into his lady's apartment by way of the chimney and shortly thereafter made her his spouse. The second Duke of Chandos bought his second wife in 1744, "with a halter round her neck," from her first husband, an ostler at the Pelican Inn. The first Duke of Montagu wooed his "mad duchess" in the



DUKE OF MONTAGU

character of the emperor of China, and kept her in confinement at Montagu House, where she was waited on and courted as the empress of China.

Less passionate arrangements were made for marriages between the children. The seventh Duke of Richmond, at 18, wed his duchess of 13 to cancel a gambling debt between the fathers. Matilda, mother of the Countess of Guilford, suffered the dismal combination of obesity and a June wedding and, "The weather

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LIFE'S REPORTS CONTINUED

being hot, she was kept in ice for three days before the wedding."

Peers were prolific in and out of wedlock. The prize for propagation goes to the second Baron Lindores, who was credited by contemporaries with the following record: he "was never married but had above 67 basse children, sons and daughters." The first Earl of Ferrers breathed hard on this record, boasting "no less than" 27 legitimate children—17 by his first wife (between her marriage at 15 and death at 37) and 10 by his second—"besides some 30 natural children which his mistresses have borne him."

Pride of position led to strange habits. The Earl of Malmesbury "skillfully rouged" (but, defended Lord Beaconsfield, "People say that resource is effeminate. M. [Malmesbury] is manly enough and the two most manly persons I ever knew, Palmerston and Lyndhurst, both rouged"). The fourth Earl of Harrington lisped and wore stays, the ladies claimed. The second Earl of Maserene was "a man of fashion" who "on the death of his favourite dog, had given positive orders that 50 dogs should attend the funeral in white scarves." Lord Abercorn (who required his housemaids to wear white kid gloves when they made his bed) knew the proprieties. When his second wife contemplated an elopement, he begged her "to take the family coach, as it ought never to be said that Lady Abercorn left her husband's roof in a hack chaise."

The nobility enjoyed a rollicking old age too. The Countess of Desmond, who died in



COUNTRESS OF DESMOND

1604, was formerly considered the eldest peeress, guesses at her age ranging up to 140 years. Quotes the *Peerage*:

... She lived to much more
than one hundred and ten
And was killed by a fall
from a cherry tree then;
What a frisky old girl!

But the *Peerage* editor discredited its rumor and cuts her vintage to about 95. Top place seems to go to Baron Gwydir, who died in his 99th year in 1909 (and merely played croquet). Close contenders were Lady de Ros, who at 96

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YOU naturally want to appear at your best in her eyes. Can you imagine anything that would disgust her more than a case of halitosis* (unpleasant breath)? Unfortunately, you yourself, may not even realize it when you're guilty.

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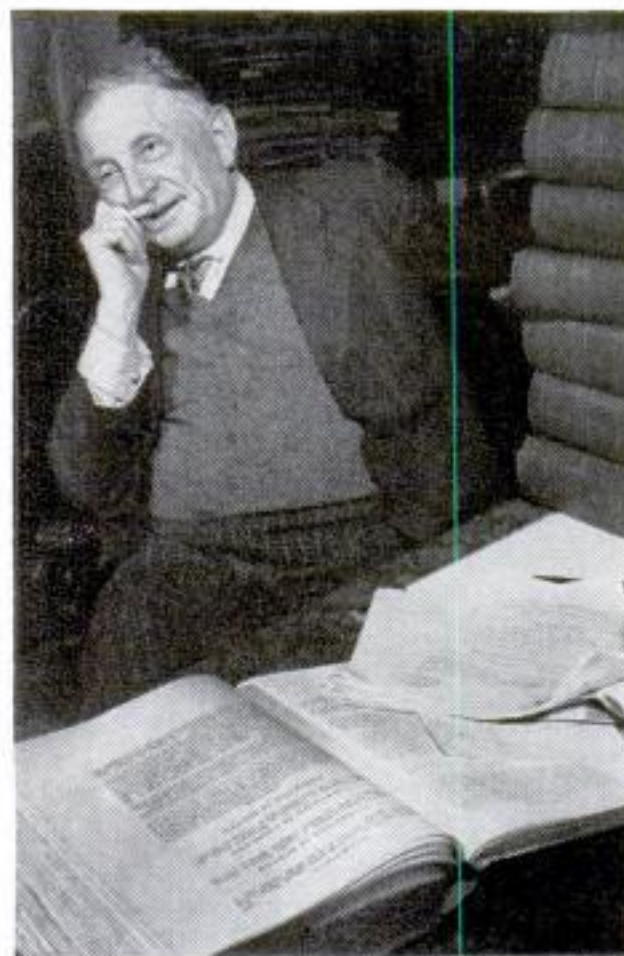
LIFE'S REPORTS CONTINUED

claimed the acquaintance of 19 prime ministers, and the Marquess of Huntly, 91, whose "career, in summary," is described thus: He "danced with Marie Antoinette, the Princess Charlotte, and Queen Victoria."

Death came variously to the nobility. Some simply died of "one great drink in the night," others fell downstairs, and one, "being in drink, she was drowned in a ditch." Earl Harcourt of Stanton Harcourt fell into a well in 1777 rescuing his dog. A countess was nipped on the nose by her favorite Newfoundland. The 15th Earl of Buckinghamshire dipped his gouty foot in cold water with fatal results. Lord Maguire was hanged, drawn and quartered at his execution for high treason in 1644 or '45. The first Lord Clifton of Leighton Bromswold stabbed himself "through ennui." Macabre Lady Marischal died of delight: her brother killed a man and Lady Marischal, "having rejoiced greatly... within less than twenty-four hours after... took a swelling in her throat... after a great laughter, and could not be cured til death seized upon her."

It is only natural that some of the peers' wills should sometimes reflect rather whimsical notions. The fifth Earl Rivers, "an arrant knave," left legacies to "about twenty paltry old whores by name, and not a farthing to any friend, dependent, or relation."

Despite all these peculiar examples, *Peerage* finds that many an ancient nobleman was worthy in nearly every respect. Take, for instance, Lord Cholmondeley. The *Peerage* quotes one of his contemporaries of the 1870s: "If all Englishmen were like Lord Cholmondeley, they would be religious and delightful men, but the French would soon come and take London."



EDITOR, Geoffrey H. White, 77, Fellow of Royal Historical Society, sits beside a stack of his directories.

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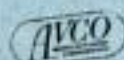


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Borden's Evaporated Milk

Elsie's Chicken-in-Cream

- | | |
|-----------------------------------|--|
| 3 tablespoons butter or margarine | 1 can (14 1/2 oz.) Borden's Evaporated Milk |
| 2 tablespoons flour | 1 cup chicken stock or broth |
| 1 teaspoon salt | 3 cups cooked, diced chicken |
| 1/8 teaspoon pepper | 1/2 cup cooked mushrooms |
| 1/8 teaspoon nutmeg | 1/2 cup blanched, slivered almonds, if desired |

Melt butter; add flour and seasonings and blend. Gradually add creamy-smooth Borden's Evaporated Milk (creams like a dream!), add chicken stock and cook, stirring constantly until thickened. Add chicken, mushrooms and almonds and heat thoroughly. Serve on waffles (Made with Duff's Waffle Mix) or toast. Makes 6 servings.



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Borden's Eagle Brand

Elsie's Golden Fruit Ring

- | | |
|--|---|
| 1 tablespoon (1 envelope) plain, unflavored gelatine | 3 eggs, separated |
| 1/4 cup cold water | 1 can (15 oz.) Eagle Brand Sweetened Condensed Milk |
| 1/4 teaspoon salt | 1 teaspoon vanilla |
| | 1/4 cup boiling water |

Soften gelatine in cold water 5 minutes. Beat yolks until lemon-colored (about 3 minutes). Stir in the magic "ingredient"—Eagle Brand Sweetened Condensed Milk, salt and vanilla. Pour boiling water on softened gelatine; stir until dissolved. Stir gelatine into milk-egg mixture. Chill until of a thick, syrup consistency. Beat egg whites until stiff but not dry; fold into milk-egg mixture. Turn into a quart ring mold which has been rinsed in cold water. Chill until set, then unmold and fill center with strawberries. Makes 6 servings.

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LIFE'S COVER

Ava Hall, 23, was once a singer in Miami Beach, Fla., now is a model. On this week's cover she wears Claire McCardell's one-piece cowl-neck suit cut high at the thigh like so many of this year's new summer beach clothes (pp. 138-144). A bride of a month, Ava met her husband while singing at a nightclub, where he became a steady customer after their introduction. A motorcycle policeman, he hopes to open a nightclub himself someday with Ava as the featured attraction. In the meantime she has sampled motorcycle riding and doesn't care for it. "It isn't very dignified for a girl," she says.

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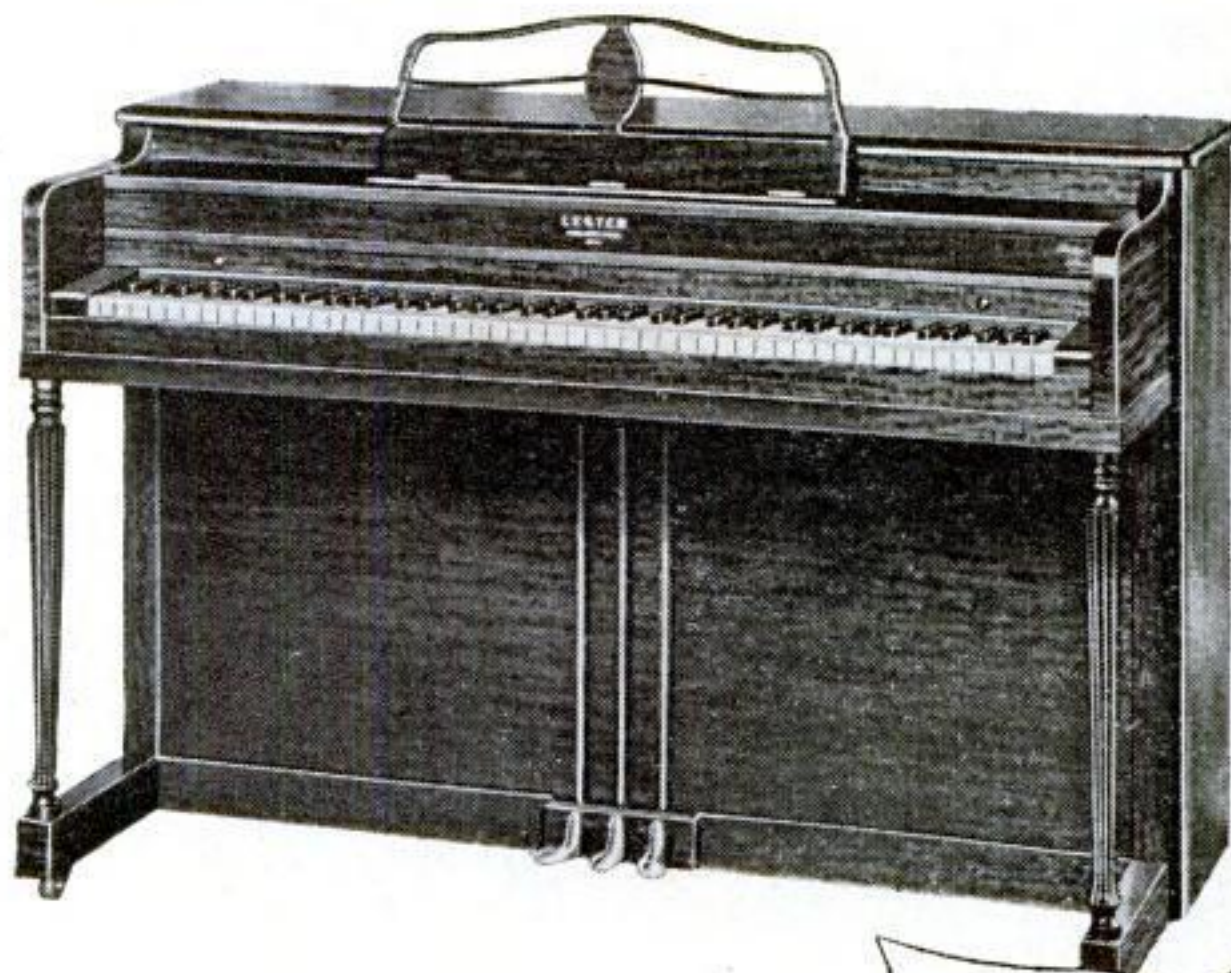
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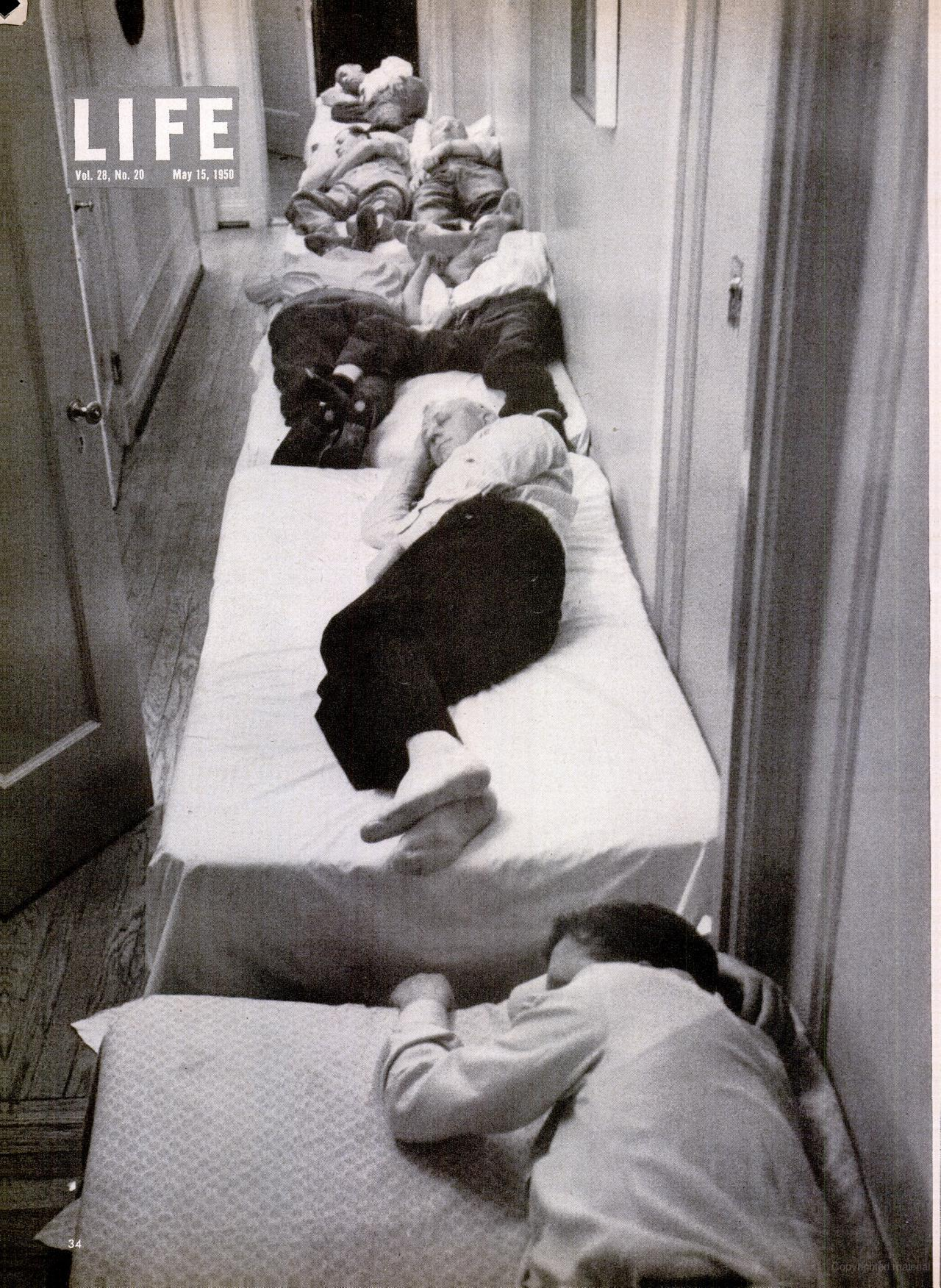
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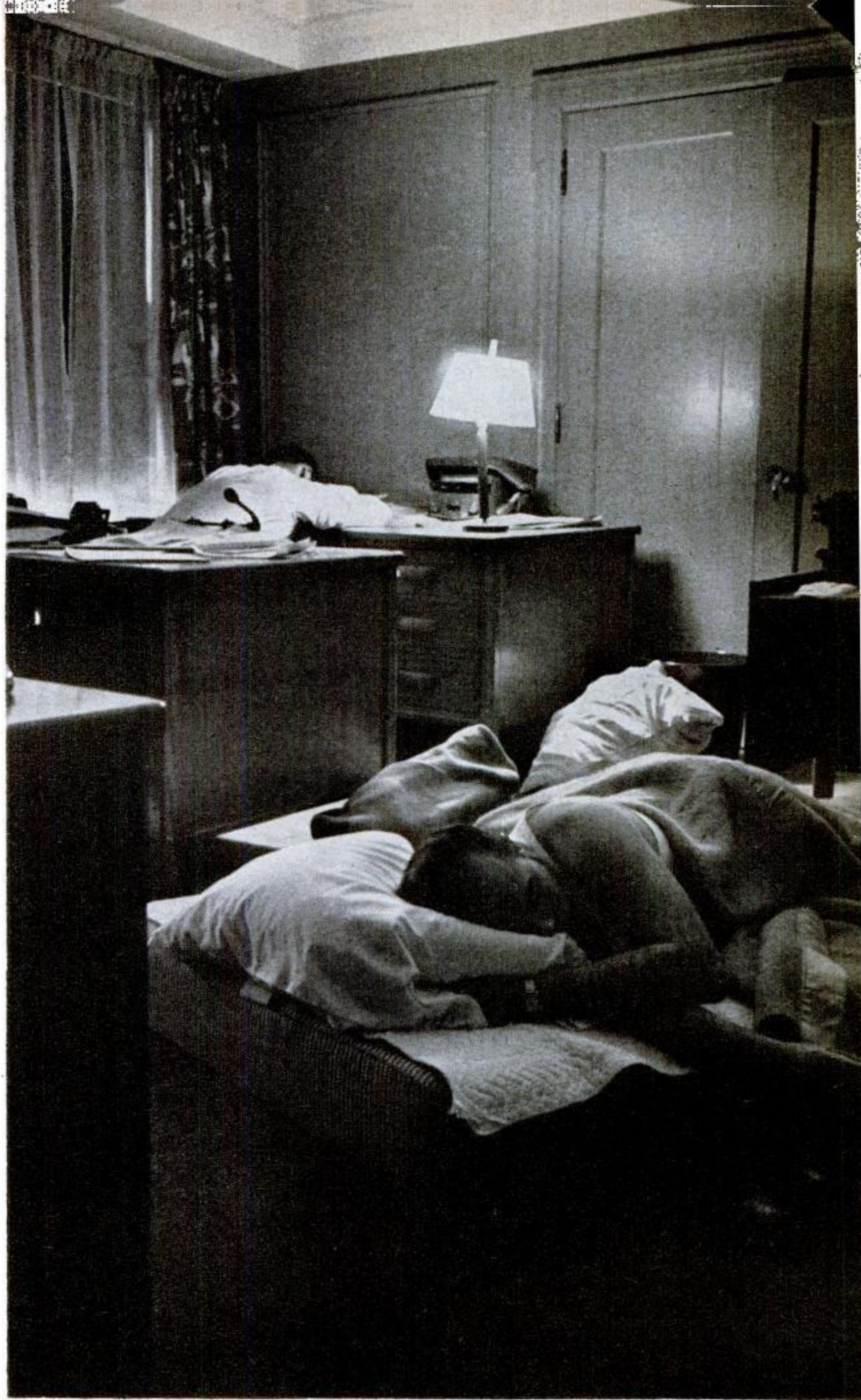
STRIKE AT CHRYSLER ENDS IN BITTERNESS

On a raw morning last January a picket waited outside the Chrysler Corporation's Highland Park, Mich. plant for the strike deadline, and said, "This could be a mean one. Maybe two months." It was even meaner than that. The Chrysler strike lasted 100 days, making it the second longest major walkout in the history of the auto industry, only 13 days shorter than the General Motors strike of 1945-46 which catapulted Walter Reuther into the United Automobile Workers' presidency. It put 89,000 men, who lost \$92,400,000 in wages, out of work while Chrysler lost \$1,307,280,000 in sales as a result of missing the industry's biggest production race. When the strike ended on May 4, both sides went down fighting in an atmosphere of bitterness and futility.

The strike was called over pensions, as Reuther sought to force on Chrysler the 10¢-an-hour cost pattern established at Ford last September. Chrysler, which belatedly started figuring actuarial costs only last fall, made no pension offer until eight days before the strike, when it offered \$100-a-month pensions, taking the position that where the money came from was none of the union's business. On March 24, Chrysler offered to put up \$30 million for pensions; on April 16, the 82nd day of the strike, it agreed to put the money into a trust fund. Meanwhile the U.A.W. had introduced a long list of unrelated demands, and tempers grew hotter. But agreement on the trust fund opened the doors to settlement. A contract was finally hammered out in an unprecedented series of negotiating sessions ending on May 4, in which men on both sides worked in relays and slept on hotel cots (*opposite*). When the agreement was finally signed the company said it could have been negotiated without a strike, Reuther again denounced Chrysler for bargaining in bad faith and refused to pose with corporation negotiators.

The agreement set up machinery to pay the \$100 pensions at 65, starting Sept. 1, to Chrysler workers with 25 years service, which left the public wondering why management and union had wasted each other's time so long.

Reuther did win improved hospital benefits and wage adjustments for some of his workers. He failed to get a concrete pension cost figure written into the contract, and he also failed to win a union shop. But he has somewhat unrealistic hopes of doing better in his forthcoming battle with General Motors, where he is asking \$125 pensions at 65.



TWO CHRYSLER MEN FALL ASLEEP WHILE THEIR TEAMMATES CONTINUE TALKS



BEFORE SETTLEMENT, UAW chief, Walter Reuther (*right, far end of table*), confers separately with assistants before returning to a final all-night bargaining session.



AFTER SETTLEMENT Chrysler representatives study contract. Left side of table is vacant because union men, still bitter, refused to pose for usual handshaking picture.

← IN HALL OF HOTEL SUITE UNION LEADERS NAP BEFORE RETURNING TO WORK



"SOLIDARITY FOREVER" is sung by tired, happy union negotiators—most of whom are heads of Chrysler locals—as it becomes evident settlement is near.



CHRYSLER SPOKESMAN Conder, unable to leave hotel, visits with son.



UNION SPOKESMAN Reuther calls meeting to tell men Chrysler is stalling.

"WHAT WOULD WE CELEBRATE WITH?"

The 62-hour marathon that led to the settlement began with a few concessions by both sides. Then, said Chrysler's John Leary, "Things just started to move." Chrysler Labor Relations Director Robert Conder didn't get home for four days. Chrysler learned that dissatisfied dealers were complaining about frequent strikes and talking about forming their own organization to protect their interests. Reuther was needed by Chrysler locals to hurry up and get a contract, because individual union members were also under pressure (*below*). Although few strikers went hungry, life was a constant struggle to talk the union welfare department out of another peck of potatoes. When the end came, the men were in no mood to celebrate. Asked one Chrysler worker, thinking of the \$285 he owed the bank and the four payments due on his house, "What would we celebrate with, a glass of water?"



DURING STRIKE, PAYLESS WORKERS SHOW UP AT UNION HALL TO APPLY FOR UNION RELIEF FUNDS WITH WHICH TO BUY GROCERIES UNTIL THEIR WORK RESUMES



AT A DODGE LOCAL, GRIM AND APATHETIC EXPRESSIONS
GREET NEWS THAT THE LONG STRIKE HAS BEEN SETTLED

THE CONSERVATIVE REVIVAL

ITS ANIMATING CHARACTERISTIC IS A DESIRE TO DO RIGHT

THE MODERN CREED

F. A. Voigt, a respected British essayist, has undertaken to sum up and deplore the religious beliefs common to Christendom in the past 10 years. His "articles of the contemporary creed" appear in a British Catholic publication called *The Month*, and they are worth pondering. They include:

"Religion without God; Christianity without Christ; Christ without Antichrist; Heaven without Hell; works without faith; a God of Love but not of Wrath; a Church that can bless but cannot curse.

"We believe that God, almighty and incarnate, is but a benevolent Spirit; that Satan does not exist; that Christ was the author of an ethical code, but not the Godhead crucified. We profess to believe that He existed, for agnosticism is no longer the fashion.

"We believe that Gospels must conform with our time and not our time with the Gospels.

"We believe that man is by nature good and can, by his own efforts, attain perfection, although what 'perfection' is we do not know and hardly even care. . . ."

This adds up to a harsh accusation. Many will think it goes to the root of the "Christian" world's troubles.

RISE OF THE APES

A physiologist from the University of Virginia, Dr. S. W. Britton, thinks it would pay dividends to the human race if anthropoid apes could be brought down from the trees and taught to stand upright. A chimpanzee induced to imitate West Point military posture would, so Dr. Britton insists, gradually develop a larger brain and a more effective nervous system. With more blood going to his cranium, the upright chimpanzee would in time attain the mental ability of a five-year-old. He could then be brought into the house and installed as houseboy or butler.

This posture theory of human intelligence opens up a depressing vista. The upright ape, standing with his shoulders well back and his chin pulled in, would, in time, reach real intellectual maturity. Meanwhile his human master, sitting slumped over a desk or resting on the back of his neck in an overstuffed chair, must tend to revert to the brain-destroying posture of the ape. At the point where the lines of ape evolution and human devolution cross the critical question would arise: which is going to be whose houseboy? Why can't these meddling scientists leave well enough alone?

It's always fun to play around with some hypothesis which seems to answer the good old question, *What goes on?* A lot is going on in the U.S. right now, as the news in this issue of *LIFE* shows, and we have an hypothesis which dovetails nicely with the news.

Our hypothesis is that this country is going conservative—with a little *c*, take notice—and without particular regard to political labels. Words like "conservative" have been so knocked around that they have no meaning nowadays unless they are accompanied by practical definitions, and we will attempt some definitions before citing the news to prove our point. By little-*c* conservatism we mean several things. A conscious desire to "do right." A certain respect for good bookkeeping, and for money as the product of work. A feeling not so much of caution as of care about conserving the good things of the past while rejecting the bad. A wish to be strong—nationally, in the family, individually. A great desire to be responsible: to put "reliable" men into public office and to throw out those deemed unreliable. The opposite, all in all, of the spirit identified with the name and era of Franklin Roosevelt. For the purposes of this discussion the spirit of the Roosevelt phase might as well be called little-*l* liberalism (with apologies to the Jeffersonian Liberals, who would be called conservatives today). Merely trying to describe Roosevelt liberalism provides a measure of the changes that are occurring in American thought. The Rooseveltian New Deal was a phase of ferment—creative ferment, yes, but also destructive of much that Americans are now trying to regain. Maybe, in order to save and find itself, the U.S. had to go through the Roosevelt phase just as it probably had to go through the self-destroying boom of the 1920s. In different respects it could be said of both periods that the sky was the limit and there was no sky. Now there are limits. There is a sky. Perhaps the best way to put it is that Americans are rediscovering their horizons, and in doing so are coming to live by a rule which may rightly be termed conservatism.

Now look at the news. For example, this week's *LIFE* has stories about the defeat of Senator Pepper in Florida (pp. 40, 41), the end of the Chrysler strike (pp. 34-37), the grand jury report of crime in Kansas City (pp. 53-56) and an anti-Communist stunt in Wisconsin (pp. 46, 47). Without straining the point we find considerable confirmation of our view in this and other news.

Senator Pepper's downfall in the Democratic primary almost speaks for itself. He was and is a dyed-in-the-Roosevelt New Dealer, the perfect prototype of the Spending Liberal. The brand of distorted liberalism that had kept him in the Senate for 14 years failed to work of a sudden, and he was beaten by a candidate who has "conservative" written all over him. Other elements no doubt figured in the result, but we'll settle for the fact that a big majority of Florida Democrats in 1950 preferred a senator of George A. Smathers' type to a senator of Claude Pepper's type.

It is not so long a jump as one might think from Florida and Smathers to Detroit and Chrysler. The Chrysler dispute has a meaning that transcends the specific issues and regrettable costs of the fight. First, a big industrial union ran into a kind and an amount of trouble that big industrial unions haven't been running into in this country for years. Second, a corporation management stood pat in a fashion that in recent years has come to be considered downright antisocial—and got away with it. The union would not have had so much trouble, and even the tough and sometimes unimaginatively stubborn Chrysler management could not have stood pat with some success, if the U.S. social atmosphere of 1950 were what it was 10 years, five years, even a year or two ago.

The U.S. Senate's manifest desire to do something about gambling, as reported in *LIFE* last week, and Kansas City's concern over the tie-ups between crime and politics are related to each other and to our point. Could it be that such old-fashioned words and concepts as "right" and "wrong" are returning powerfully to American life, and that anything which is suspected or shown to be "wrong" is in disfavor? It could indeed be so, and to our mind the connotations go way beyond the simple wrongness of crime and political gangsterism. It is "wrong" to overspend or misspend; hence a concern about the national budget that has less to do with deficits as such than with the morals of waste and the follies of misdirected expenditure. It is "wrong" to expect something for nothing; hence (some smart politicians are saying) a revulsion among farmers against such excessive federal subsidy ideas as the Brannan Plan.

We have deliberately saved to the last the biggest news story of the day, the story of anti-Communism. Its connection with reviving conservatism in America is fundamental: Communism is *wrong*. Therefore it is hostile to all that is good, solid and enduring in the American spirit. Therefore it must be kept out and, to the extent that it has penetrated life and government, it must be hunted out. So, we believe, runs the mainstream of American thought and purpose. Some of the resultant manifestations are stupid, and worse. But the rightness of anti-Communist purpose ought not to be in question.

Politically, what does the new conservatism mean? We would hesitate to guess. President Truman is adept at donning the conservative guise whenever it suits his purposes (which are not conservative in the best and truest sense). He may be expected to ride the trend for all it's worth, and he may get away with it. All we have to say on this point is that if the Republicans let him get away with it they deserve to lose. The obvious opportunity of the Republicans is to develop a small-*c* conservatism which can be explained to the country as something different and more constructive than the old special interest Standpattism. When the Republicans succeed in doing that the Truman Democrats will be on the way out.



CRASH VICTIMS WALK AWAY

Three minutes after their take-off from the Waiho, N.Z. airfield on April 23, two amateur fliers in a Tiger Moth hit a downdraft over the Franz Josef glacier in New Zealand's Southern Alps, which rise as high as 10,000 feet above sea level. Their plane stalled, then shot toward one of the jagged peaks. Pinnacles of ice tore off both of the plane's wings. It somersaulted three times and dove into a glacier, where it slid upside down into a deep crevasse and lodged there. When the pilot and passenger, Murray Thomas and Norman Marshall (*right*), got out

of the wreckage they found themselves on a little shelf of ice within the crevasse. They had no climbing equipment and couldn't get out. Nobody could see them. Just the tip of the plane's tail protruded. They crouched in the crevasse and waited for 22 hours until one of several searching parties of mountaineers finally located them. It took the rescuers three hours to get the men out. Marshall had a bruise on his forehead and small cuts on his ankles. Thomas had a skinned place on his right hand. Provided with mountaineering equipment, they walked away.





SMATHERS' YOUTH (36) AND SMILE WERE CAMPAIGN ASSETS

PEPPER LOSES IN FLORIDA

Communist issue helps conservative Smathers beat Fair Dealing senator

In 1946 when George Smathers, an ex-Marine, was elected to the House of Representatives, ruddy-faced Senator Claude Pepper gave him moral support and material for speeches which helped Smathers get the job. Last week protégé Smathers returned the favor by taking Pepper's job away. In the Democratic primary (tantamount to election) after a barnstorming campaign that had both men speaking to voters almost every day for eight weeks, Representative Smathers rolled up a majority of more than 60,000 votes.

In 14 years in the Senate, Pepper had become a cocky, perplexing figure. During the war he voted for compulsory employment of Negroes, of whom 106,420 are registered Florida Democrats. After the war he persisted in saying Communism was

no real danger and the U.S. could make friends with Stalin, whom he had visited and liked. When Smathers, a conservative who had voted for Taft-Hartley, denounced his stands on Negro and Communist issues, Pepper claimed he was really against FEPC and tried to clown his way out of accusations he was a Communist sympathizer (below, left). It didn't work and labor speakers, rushed in to aid him, created more antagonism than sympathy.

Discussing the results, President Truman, who dislikes Pepper and failed to help his Fair Dealing senator, shrugged off the defeat as a matter of local politics. But party strategists acknowledged that it was a blow to the Fair Deal nationally and a warning of the strength of the Communist issue which Republicans are sure to raise again this fall.



"JOE, HERE'S CLAUDE," Pepper says in attempt to show how silly he would look as a "spy" for Stalin.



SMATHERS' STRATEGY made a special point of having intimate talks with every voter he could corner.



DURING CAMPAIGN Smathers (above) grins in plane after reading advertisement which boasts of Roosevelt's fondness for Pepper. At right Pepper naps with wife in back seat of his chartered plane as he flies home after last campaign speech to vote.



AFTER PRIMARY Pepper (above) receives condolences from mother in home at Tallahassee while Smathers (right) embraces his wife in front of tally board. After congratulating Smathers, Pepper led his supporters in singing *Swing Low, Sweet Chariot*.



TOTAL VOTE		COUNTIES	TOTAL REGISTRATION	TOTAL	NO. OF FREE- MEN	NO. OF PRESENTS Complete	NO. OF PRESENTS Partial	TOTAL VOTE	
	SMATHERS							PEPPER	SMATHERS
5	8057	GULF	3.35			9		1301	754
0	927	HAMILTON	2.8			4		171	156
7	1699	HARDEE	6.01			17		1618	2088
1	1136	HENDRY	2.7						
6	4067	HERNANDO	2.5			13		1042	1191
6	1195	HIGHLAND				20		1364	1692
0	278	HILLSBORO				79		28,997	25,400
0	1064	HOLMES				2		1123	61
0	1287	INDIAN						1086	21
0	2135	JACKSON						1406	171
1	556	JEFFERSON						800	63
1	1954	LAFAYETTE						2448	641
02	64,463	LAKELAND						2383	437
5	1560	LEE						5528	539
	721	LEFLAKE						1362	168
22	42,412	LEWIS						1082	197
7	4127	LINCOLN						2402	419
6	639	MANASSAS						4339	502
7	838	MARSH						813	131
6	2558	MARTIN						3644	214
4	474	MATAMoras							
7	391	MAY							
0	142,531							62,959	68,730



OUT OF THE BELLY OF A FOUR-MOTORED C-74, AN ELEVATOR LOWERS A BIG FORK LIFT WHICH WILL THEN HELP UNLOAD 15,578 TONS OF SUPPLIES DURING SWARMER

AIRPOWER BECOMES SUPPLY POWER

Exercise Swarmer shows how logistical needs of 25,000 men can be maintained by 600 airplanes

Logistic experts of the last war could only dream of scenes like the one above, of a giant airplane disgorging a heavy machine as part of a military operation. But last week in North Carolina at Exercise Swarmer the U.S. armed forces set out to prove that the complex problem of supplying a battlefield can be pruned down to the single, efficient rhythm of the Berlin airlift. For 10 days 60,000 men engaged a mock invader of the U.S. and routed him in a unique battle in which airplanes put all the men of the counterattacking U.S. army inside the enemy lines and then supplied them with everything from ammunition to water by air.

The Joint Chiefs of Staff, waiting for a year and a half to test the logistics of

a completely air-supported, air-delivered and air-supplied military operation, were initially disappointed with Swarmer when on D-day 5,400 men were delivered instead of the scheduled 8,000. The next day planes were taking off or landing every minute and a half. And by D-plus-3, 15,465 men had been flown into the fight along with 6,397 tons of supplies, including 2½-ton trucks and 105-mm. howitzers. By D-plus-4 one of the Joint Chiefs had made up his mind. Said General J. Lawton Collins, Army Chief of Staff, "This is the biggest step forward since World War II." Before the test was over top Air Force men predicted a transport air force equal to the strategic bombing air force in men and planes.



JEEP AND HOWITZER are loaded through the large end of a C-82, a 240-mph plane which carries 12 tons.



HOWITZER DROP from 1,200 feet on D-day precedes mass human drop to prevent the guns from hitting men.



INJURED JUMPER is carried by medics kept busy during test which cost five men's lives and injured 100.



PARATROOP LANDING quickly captures airfield where planes will begin to land in three hours with supplies and re-enforcements (below). These 82nd Airborne Division

troopers have complete jet fighter cover because mission would be suicidal without air supremacy. Jet pilots parachuted with them to conduct immediate radio liaison with air.



MISHAP is remedied by airborne artillerymen pushing howitzer right side up. They got gun into action in 25 minutes. Guns often overturn in drop, are seldom damaged.



AIRFIELD IS FILLED with C-54s unloading fully equipped infantry regiment which immediately strikes out to join paratroopers fighting enemy, about 12 miles from field.



MASSED IN CALM DEFIANCE, 500,000 citizens of both Eastern and Western Berlin fill huge Platz der Republik for May Day rally between the old Reichstag building

(left), Soviet war memorial (center) and the Kroll Opera House (right), once the seat of Adolf Hitler's puppet parliament, where Mayor Reuter and other leaders are exhorting

WEST BERLIN'S MAYOR DEFIES REDS

by MAYOR ERNST REUTER

Written especially for LIFE

THREE and a half years ago, after 12 years of exile, I came back to Berlin. Amid a cold, inconceivably hard and gruesome winter, the city lay in ruins: barren, rigid as an icy waste, dead. A horrible hopelessness seemed to pervade all the atmosphere.

The Western Allies, practically without exception, at that time lived with the childish illusion of four-power government. Within the German city government there raged heated debate in the course of which I was told, "My dear Reuter, the only possible policy for us Germans is to get on a good footing with all the occupying powers, including the Russians." At about the same time a faithful Communist told me that the future of Berlin was assured, because it was a capital city in the great empire that extended from the Elbe to Vladivostok. Since then that Communist speaker has become converted and has landed in the West. The good fellow had been counting on geographical facts but not on the Berliners. Berlin does happen to lie within the great Russian empire stretching from the Elbe to Vladivostok. But Berlin does not belong to this empire.

On the great wall map that surely hangs somewhere in the Kremlin, Berlin is only a tiny dot. But I am sure that this tiny dot causes the masters of the Kremlin more worry than many a wide territorial expanse. For here there lives, as our old Goethe noticed, "a dauntless species."

This city, in the middle of the Soviet Zone of Germany, day after day demonstrates incisively, to all inhabitants of this Communist "paradise," that there can be another meaning to life than that which is propagated by the Soviets' screaming banners, brass trumpets and all the other gadgets of a propaganda mill. Here in Berlin all the slogans that rend the air during the East-West struggle take on a real meaning. Here no one needs any professional lectures about democracy, about freedom and all the other nice things that there are in the world. Here one has lived all that; one lives it every day and every hour.

VERY slowly, not at all according to conscious plan, the Western Allies have come to realize that here they have the chance to win the fight against the Bolshevik system. At first they were incredulous, at times even hostile to the possibility. Then

they grew astonished. Finally they took active part. For in this city beats the heart of European resistance against Bolshevik barbarism. This city is freedom's secret capital.

The Soviets (we should always speak of "the Soviets" and never of "the Russians") have failed to understand all this. They have been ensnared by their own stupid conviction that we in Berlin could not resist. When the Berliners in the memorable days of the blockade and the airlift countered with a decisive "No," then the Soviets thought they could do the job by force. They were so sure of themselves that at the very beginning they designated Aug. 15, 1948 as the final day of capitulation of the Berlin population. A totalitarian regime, with all its advantage in acting energetically, has the disadvantage of being blind to the real forces, the moral resistance, opposing it.

THE Soviets, of course, have not given up their objective. Today they are waging a typical war of nerves. They are speculating, above all (and not without some justification), on their assumption that the West is neither able nor willing to check their expansion with a clear, coolly considered counterplan. I believe I know something of the Soviets. I know with what contempt they look down upon the circuitous arguments, the nervousness, the pettiness and the planlessness of the West. This perpetual quiz game that allegedly experienced diplomats are so fond of plays right into Soviet hands. What are the Soviets going to do? What are the Soviets after? But the steely resistance that they found in Berlin, the calculated quality of this resistance, frightens them. Instinctively they sense a danger against which they have no defense. There can be only one means of defense then, and that is war. And this means they cannot employ.

When the Soviets announced their plan to conquer Berlin at Whitsuntide on May 28 through a march of their so-called free German youth, we in Berlin promptly made two decisions: 1) Nothing is going to be conquered here; this city cannot be conquered; we will defend this city with our own bodies; 2) The best defense is always the offense.

Therefore we decided, four weeks before Whitsuntide, on the 1st of May, to tell the Soviets and the whole world what Berlin's position was. I believe



REUTER PLEDGES Berlin's freedom as bald Jakob Kaiser, the Bonn Minister of All-German Affairs, listens.



RED PARADER routs attack on caricature of Social Democrat Leader Kurt Schumacher, labeled "quisling."



Berliners to stand firm under slogan "Peace and Freedom." A traditional day of demonstrations by workers in Germany as all over the world, May 1 in Berlin was particularly

significant this year for the show of strength by adherents of East and West. Although Eastern Zone Communists staged a rival demonstration, only half as many turned out.

IN MESSAGE DELIVERED ON EVE OF WHITSUNTIDE THREAT HE IS PROUD TO FIND IN MAY 1 RALLY NEW EVIDENCE THAT GERMANS WILL RESIST

that all foreign visitors carried away an indestructible memory from the meeting of free men and women held on the Platz der Republik (*above*) in sight of the Brandenburg gate and in sight of the Soviet war memorial which the Berliners call the "Memorial of the Unknown Rapist." Here a wide-awake people arose to show the world and the Soviets that there is no way to subjugate Berlin.

There is a way, however, for the West to win the cold war, to transform the tide held back by the dams of our city into an ebb. This way will be clear when the whole of the West finally becomes aware of its great economic and moral strength; when, above all, the West recognizes that in this battle of life and death the trust must begin to point in the other direction—East.

How much hesitation, how much reluctance, how much chatter has there been. The free peoples urgently need a leadership gifted with vision, decision and courage. I will pass over lightly the shortsighted resistance that France still offers against the integration of Berlin into Western Germany. The naive and primitive illusion that the deplorable division of Germany can be maintained without detriment to the West, the illusion that Europe can be saved on the Western shore of the Rhine, and the illusion that Poland, Czechoslovakia, Hungary and the other Balkan countries are no longer a necessary part of Europe—these illusions are unhappily not restricted to French politicians. Months and months have been lost with delay, half measures, with self-deception and disregard for hard realities.

AS far as Berlin is concerned there seems to be growing slowly, but with elementary force, the understanding that it is here that the die will be cast. At long last Berlin has been included in the ERP: measures are being taken against unemployment; efforts are being made to bring people of all nations to the city. At Whitsuntide we shall have an international automobile exposition; a great cultural congress will take place in June, and the Western Allies have even made the courageous decision to bring Berlin's old art treasures back. Then and only then can we ask the Soviets what they have done with the Pergamon Altar and the Sistine Madonna.

With the voice of one preaching in the wilderness, we have called to the world. Finally—and it is not

yet too late—the world is beginning to move. But the only possible, the only correct decision—to include Berlin officially in the Western Germany Republic—has not yet been taken. We are still surrounded by the old, fearful, pussyfooting noncombatants garbed in diplomats' robes.

The Soviets don't understand this type of language. The Soviets only understand the language of strength, conviction, stubbornness and relentlessness. They will begin to become unbelievably agreeable when the West begins to act. They know their economic, political and moral weaknesses better than the West knows them.

What we are going through is a war, a real war, and wars are not won by half measures. A war is won only by him who is determined to employ every means that strengthens his position and weakens that of his foe.

IN few places have so many sacrifices for this great cause been made as in Berlin. Other peoples (and this is no reproach but actually understandable) live with the natural aim of getting back on their feet. They may even labor under the delusion that they can recover by themselves, undisturbed by the sweep of world events. Had they seen the true face of the Communist system as plainly as we Berliners have, then they might coordinate their strength more quickly and support more effectively this outmost bastion of Western civilization.

Berlin's resistance during 1948 and 1949 saved the peace of the world. If Berlin had fallen Europe would inevitably have fallen in its train. Berlin has shattered the myth of Soviet invincibility. But Berlin must not only be defended; one cannot win with mere defense. With every available means Berlin must be brought back to normal economic and cultural life. That can only be done if the West acts within the scheme of a greater vision.

Almost everywhere in the world the people are ahead of the statesmen. The people want peace, they want freedom, they want a genuine European union. The West must finally find the leadership to execute the will of the people. America is the land which can and must take the initiative. America knows that without the re-creation of a free and united Europe its own future is not secure.

You can count on us; we hope we can count on you.



"PEOPLE'S POLICE" of Russian Zone, in SS-like uniforms, show equipment including 200 police-force dogs.



COMMUNIST GIRLS of Free German Youth wave bouquets as they parade down avenue Unter den Linden.



U.S. TOWN STAGES A COMMUNIST COUP

Although it is about as close to Moscow (4,900 miles) as Milwaukee or New York, the Wisconsin town of Mosinee is not enough of a military objective to have urgent fear of a Red invasion. It has a paper mill, 2,200 souls and a name (pronounced moze' i nee) that it got, according to legend, when an Indian assured a trapper he could wade the Wisconsin River there, it being only as deep as a moose's knee. The town also has a firm belief in Americanism. Last week, to warn the nation of the dangers of Communism and to get headlines around the country, Mosinee put itself behind an iron curtain for a day. Armed with empty rifles and pistols, a group of Wisconsin American Legionnaires took over the town and its library, schools and mill for the "United Soviet States of America." They did it with ruffles and flourishes, whether aware or unaware that if it can happen here a Red invasion would more likely appear in native trappings.

For expert guidance they called in two authentic reformed Reds: Benjamin Gitlow, once secretary general of the party, and Joseph Z. Kornfeder, a former organizer, to act as commissars for Commie Day. On the eve of the stunt some authentic, unreformed Reds, members of the Wisconsin Communist party, tried to spoil the fun with handbills calling it a warmongering plot. But the coup went off without a hitch. The weekly *Times*, printed on pink paper, came out as the *Red Star* and reported that the art of papermaking had really been discovered by the Russian Nicolai Chronoplotski in 612 A.D.

That night the town burned all its Red banners, lifted its iron curtain and said goodbye to 40 newsmen who had dropped in to cover the event. The only casualty was Mayor Ralph Kronenwetter, who had a critical heart attack during Mosinee's most exciting day since the business district burned in 1910.

STUBBLE OF WHISKERS HELPS JOSEPH ZACK KORNFEDER, A REFORMED RED, TO PLAY COMMISSAR FOR A DAY



AT STOCKADE where town's civic and religious leaders were herded by the security police, Mayor Kronenwetter, wearing scarf, is fenced in briefly along with Mosinee nuns.



AT MOVIE HOUSE, renamed People's Theatre for the occasion, a program featuring Mindszenty trial film was interrupted while Stalin's portrait was flashed on the screen.



SEIZURE of pajama-clad Mayor Kronenwetter at his home officially opened town's day of "Communist" rule.



TORTURE of police chief follows his refusal to surrender force. After being "shot," the chief resumed his work.



GESTURE of Red salute is made by piggy-back rider. Children had to wear uniforms and march in Red parade.



CAPTURE of the local paper mill brought imprisonment for some of staff, who were marched off to a concentration camp. During the day most Mosinee citizens submitted

good-naturedly to being pushed about by invaders. The few who grumbled and objected that the stunt was "foolishness" were allowed to go about their business unmolested.



PRIZE HORSES AND CATTLE FORM SPECTACULAR DESIGN AS THE GRAND PARADE OF SYDNEY'S ROYAL EASTER SHOW WINDS THROUGH THE GREAT FIVE-ACRE RING

AUSTRALIA SHOWS OFF ITS GROWING WEALTH



U.S. INFLUENCE is visible on carnival midway, where one food concoction is christened the "Dagwooddog."

Millions see livestock champions on parade at fall fair in Sydney

In Sydney, Australia, where the seasons are reversed and winter now lies just ahead, the Australians last month staged a harvest fair whose daily extravaganzas were calculated to make Cecil B. DeMille envious. Despite daily downpours, more than 1.2 million persons swarmed over the luxurious 71-acre exposition grounds, built and owned by the Royal Agricultural Society of New South Wales. They saw \$14 million worth of fine produce, prize-winning animals and industrial displays. They cheered the woodchopping and woodsawing contests, sulky races and hundreds of the carnival attractions. But the biggest show of all was the Grand Parade (above). In the huge stadium each afternoon as many as 1,000 winners in the day's judging of cattle, horses and other animals were ridden, led or driven in intricate patterns—a vivid demonstration that Australia is well on the way to economic recovery after the hard war years.



BRITISH INFLUENCE is still visible everywhere, with free hot water vats so visitors can make own tea.





V-8* has Lively Flavor and Goodness *no single juice can match!*

*V-8 Vegetable Juices is a delicious blend of 8 juices in one drink!



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Jeanne Crain
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A 20th CENTURY-FOX
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In V-8 there are 8 delicious juices  of garden-fresh vegetables—not just one. That's why V-8 has lively flavor  and wholesome goodness no single juice can match. Each juice  adds its own tempting flavor PLUS vitamins A, B, C—calcium, iron.  Serve V-8 often. Your family will love it.

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*V-8 is a trademark owned in the United States by Campbell Soup Company; in Canada by Campbell Soup Company Ltd

THIS IS THE SPAGHETTI PREFERRED BY 9 OUT OF 10 WHO TASTE IT!



School Days LUNCH
Nourishing for Children - Easy for you!

To give your children a nourishing, delicious lunch that's ready in a jiffy, serve generous platefuls of Franco-American Spaghetti, with carrot strips and milk.

Everybody goes for Franco-American... it's preferred by 9 out of 10 who taste it to any other ready-to-serve spaghetti! So tempting, so different, thousands who used to serve nothing but home-cooked spaghetti now serve nothing but Franco-American! You get fine, firm, tender spa-

ghetti, blended and cooked with a sauce that contains 10 choice ingredients...including generous portions of well-aged, tangy, Cheddar cheese, and plump, juicy, sun-red tomatoes. Equally important, this complete meal, ready in a matter of minutes, is so economical to serve. Mere pennies a portion.

Get several cans of Franco-American Spaghetti at your grocer's today. Your whole family will love it!


READY IN 5 MINUTES
—AND SO THRIFTY



IN A NATION-WIDE SURVEY, 9 out of 10 who tried it preferred Franco-American to all other ready-to-serve spaghetti. Thousands today serve Franco-American exclusively—in preference to the home-cooked kind!



THOUSANDS PREFER IT TO THE HOME-COOKED KIND!

Franco-American SPAGHETTI

MACARONI • BEEF GRAVY

a WHALE of a

WHALE of a buy in **TOWELS!**

What a splash — at stores from coast-to-coast — when Cannon comes along with an event like this! It's the first time in years you've laid eyes on such values — for Cannon looms have been busy to bring you whopping bargains! See big, soft, thirsty Cannon Towels — in fashion's latest colors — stacked high on store counters. Stock up for summer swimming needs! Get some for wedding gifts! All with complete ensembles to match — and all priced to save you a whale of cash!



about **59¢**

about **69¢**

about **89¢**

about **\$1.09**

other Cannon towel buys from about **39¢ to \$2.79**

CANNON TOWELS



See these great values at

Towels • Sheets • Stockings • Blankets • Bedspreads



CANNON sale!

WHALE of a buy in SHEETS!

Yes ma'am — you'll find your favorite Cannon Combspun Percale Sheets at extra-special prices right now, too! A touch of your finger tips tells you they're a buy — woven of fine American cotton, combed and combed till just the long, smooth-weaving fibers remain. Real dream-sheets — built to last, yet light for easy laundering and bed-making. In dazzling white and delicate Pastel Water Colors — at such wonderful savings, you'll want them for every bed and for every summer bride!



Cannon Combspun Percale Sheets—waves of 'em—in frosty white! Wade in and get yourself a linen-closet full of sleeping luxury—now—while prices are down to a penny-watching low!

Cannon Pastel Water Colors — wizards for flattery, these whisper-soft Combspun Percales! Shell Pink, Aquamarine, Lagoon Green, Sunrise Peach, Moonlight Yellow, Cloud Grey—and they cost just a bit more than plain white!

your favorite store NOW!



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*Texcel's grand
for holding one
dozen roses and
1,001 other things!*

*Don't just tape it-**TEXCEL** it!*

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ANOTHER SHOCKER FOR KANSAS CITY

U.S. grand jury goads officials
into belated drive against crime

Like most of their 634,000 Kansas City neighbors, the 21 men and women on a federal grand jury were shocked by the gang murder of Charles Binaggio and Charles Gargotta (LIFE, April 17). The jurors, however, were sitting uncomfortably on some equally shocking news that many of their neighbors hardly suspected. In their seven-month investigation, the jurors had found a wholesome respect for federal laws—but a wholesale flaunting of state laws. Last week Kansas City quivered under the impact of some shockers that the grand jury could no longer keep to itself. Before preparing any indictments it issued an interim report on "this terrible lawlessness."

The report urged state and local officials to arrest a gambling racket pegged at \$34.5 million a year. It named Sam Hayden, assistant county prosecutor, and Robert Greene, county building superintendent, among partners in a dice joint that made \$200,000 in a year. It accused two deputies of ex-Assessor George Clark, a Binaggio pal, of working a lucrative tax-fixing racket. If a threat against a legitimate business didn't suffice, assessments were hiked, and then reduced—at a price set by the racketeers. The jury put the yearly take from the numbers game at \$3.5 million, and from bookmaking, serviced by the profitable racing-news network, at \$8.5 million.

The report named names, gave street addresses and deplored the coincidence that the same names—including Binaggio and Gargotta, first underworldling to "squeal" to the jury—cropped up again and again in the city's roster of organized crime. The report brought a flurry of activity among flustered officials. The cops went raiding, the lid on gambling banged down, the city got a new police board and the prosecutor fired Hayden. While the city waited for a belatedly called county grand jury to start swinging, the federal grand jury brought in indictments charging liquor tax violations and inducement of a fraudulent statement.



GRILLED OVERNIGHT ON BINAGGIO CASE, MAX JABEN, JAMES DUARDIA AND FONZIE DEMAYO LEAVE JAIL



GRAND JURY members turn over their sensational interim report to Federal Judge Richard M. Duncan. At the left is Vincent Russo, a special assistant to the U.S. At-

torney General, standing behind Max Goldschein, another assistant prosecutor working with the jury. U.S. District Attorney Samuel Wear stands next to Goldschein.

Awake or asleep—FILM is gluing acid to your teeth!



Pepsodent removes FILM— helps stop tooth decay!

Tooth decay is formed by acid that film holds against your teeth—acid formed by the action of mouth bacteria on many foods you eat. When you use Pepsodent Tooth Paste right after eating, it helps keep acid from forming. What's more, Pepsodent removes dulling stains and "bad breath" germs that collect in film.

FILM NEVER LETS UP! It's forming night and day on everyone's teeth. Don't neglect it. Always brush with film-removing Pepsodent right after eating and before retiring. No other tooth paste can duplicate Pepsodent's film-removing formula. No other tooth paste contains Irium* or Pepsodent's gentle polishing agent.

Don't let decay start in your mouth! Use Pepsodent every day—see your dentist twice a year.

YOU'LL HAVE BRIGHTER TEETH AND CLEANER BREATH when you fight tooth decay with film-removing Pepsodent!



ANOTHER FINE PRODUCT OF LEVER BROTHERS COMPANY

*Irium is Pepsodent's Registered Trade-Mark for Purified Alkyl Sulfate.

Kansas City CONTINUED

SOME OF THE BOYS



INDICTED by the federal jury for liquor tax violations, Anthony ("Stringbean") Marcella (left) and Charles V. ("Moonface") Carrollo go to the Federal Building to post their bonds. Carrollo is a former North Side political leader.



ACCUSED by jury as gambler, Morris ("Snag") Klein, doing vote fraud rap, handles affairs from federal cell.

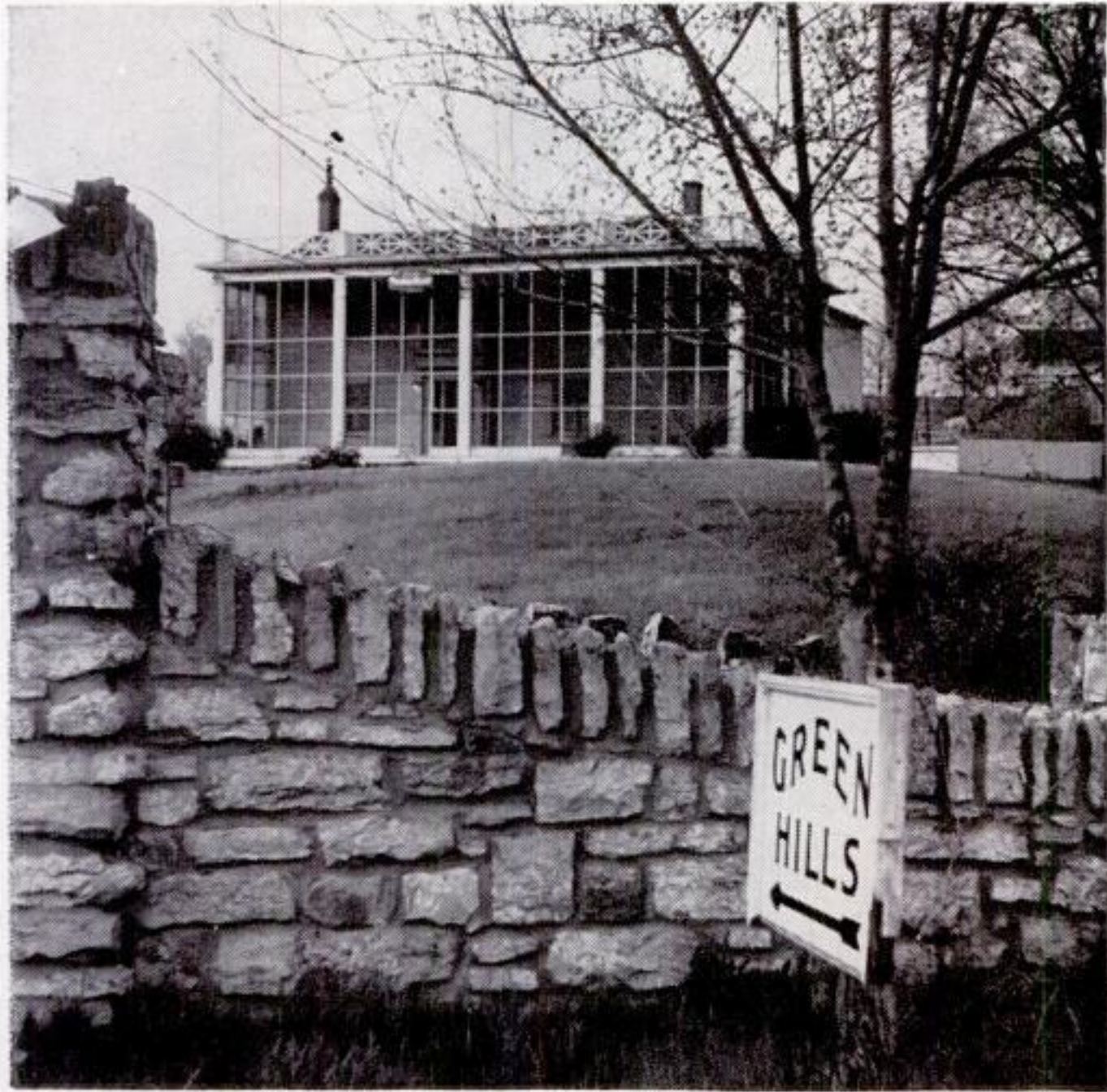


QUESTIONED by police about the murder of his brother Charles, Gus Gargotta leaves police headquarters.



SUMMONED to Washington, Tano Lacoco (left) and Eddie ("Spitz") Osadchey (right), shown with attorney, were asked by Senate subcommittee about operation of the race-wire service in which grand jury named them as partners.

SOME OF THE SPOTS



FANCIEST JOINT described by the grand jury was suburban Green Hills, where, said jury, Binaggio, Gargotta, Klein, Lacoco and Binaggio's chauffeur and father-in-law were all active. It ran intermittently from 1941 until 1949.



FUNERAL HOME of Joseph Tigerman, jury said, also was used by the mortician for bookmaking on the side.



SHOW CLUB, up 12th Street from Muehlebach Hotel, was described by jury as headquarters of a horse book.



STORK CLUB at Council Bluffs, Iowa, was pointed out by jury as outpost of Kansas City underworld. Mobsters moved in on the owners three years ago, the report said, helped themselves to a half interest without investing a dollar.

CONTINUED ON NEXT PAGE



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This Martini deserves an award

Cassia from China...

Valencia peel from Spain...

Juniper from Italy...

To these *vintage-year* botanicals, the world's finest...

Add American grain spirits—

and Hiram Walker's 92 years distilling skill...

There you have the prize gin that any gin drink deserves if it's to meet with your approval.

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WALKER'S Distilled
London Dry **GIN**

90 proof. Distilled from 100% American Grain. Hiram Walker & Sons Inc., Peoria, Ill.

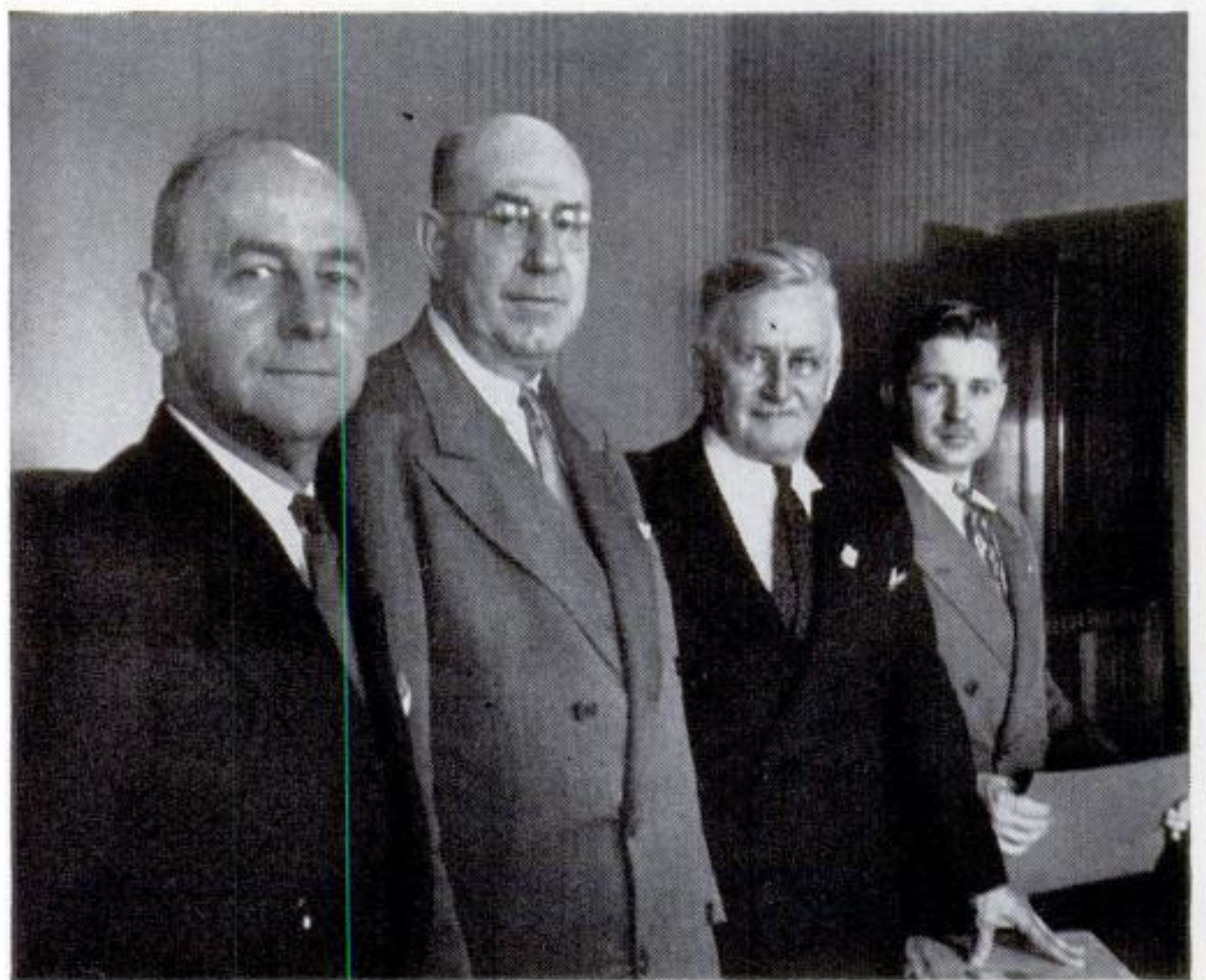
Kansas City CONTINUED



PROSECUTOR Henry H. Fox Jr. (right) asked county judges, including Ray C. Cowan (left), for \$10,000 to finance county grand jury. Approval was delayed after a judge pointed out that Fox aides were pallbearers for Binaggio.



WITNESSES John Goulding (right) and an unidentified man shield faces as they wait to testify to federal jury. Goulding ran Last Chance bar and gambling joint, now padlocked, where Binaggio and Gargotta were last seen alive.



NEW POLICE BOARD members named by Governor Forrest Smith were sworn in at Jackson County courthouse. Old board included Binaggio friends. From left: Albert F. Hillix, Kearney Wornall, George Fiske and Elmo Hunter.

everything you ever wanted!

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colors
in shorts
and tee shirts

play this color-happy Jantzen match game for the best looks of your life...match shirts to stripes on shorts, and vice versa...match your date...make your own matches...possibilities are unlimited in this year's wonderful Jantzen sunclothes. These shorts are the finest Sanforized cotton gabardine...for girls 3.95, for men 5.95...finest combed cotton shirts 2.50...many other styles, other colors...even matchers for boys...shorts 2.50, shirts 1.95...at most stores.

TAN with JAN
Oil or Lotion for a
glorious copper tan



JANTZEN KNITTING MILLS, INC., PORTLAND 14, OREGON

Jantzen
thoroughly
man-tailored
sunclothes

IN THE BEST CIRCLES— *Libby's!*



*Get Libby's for real
summer-garden eating!*

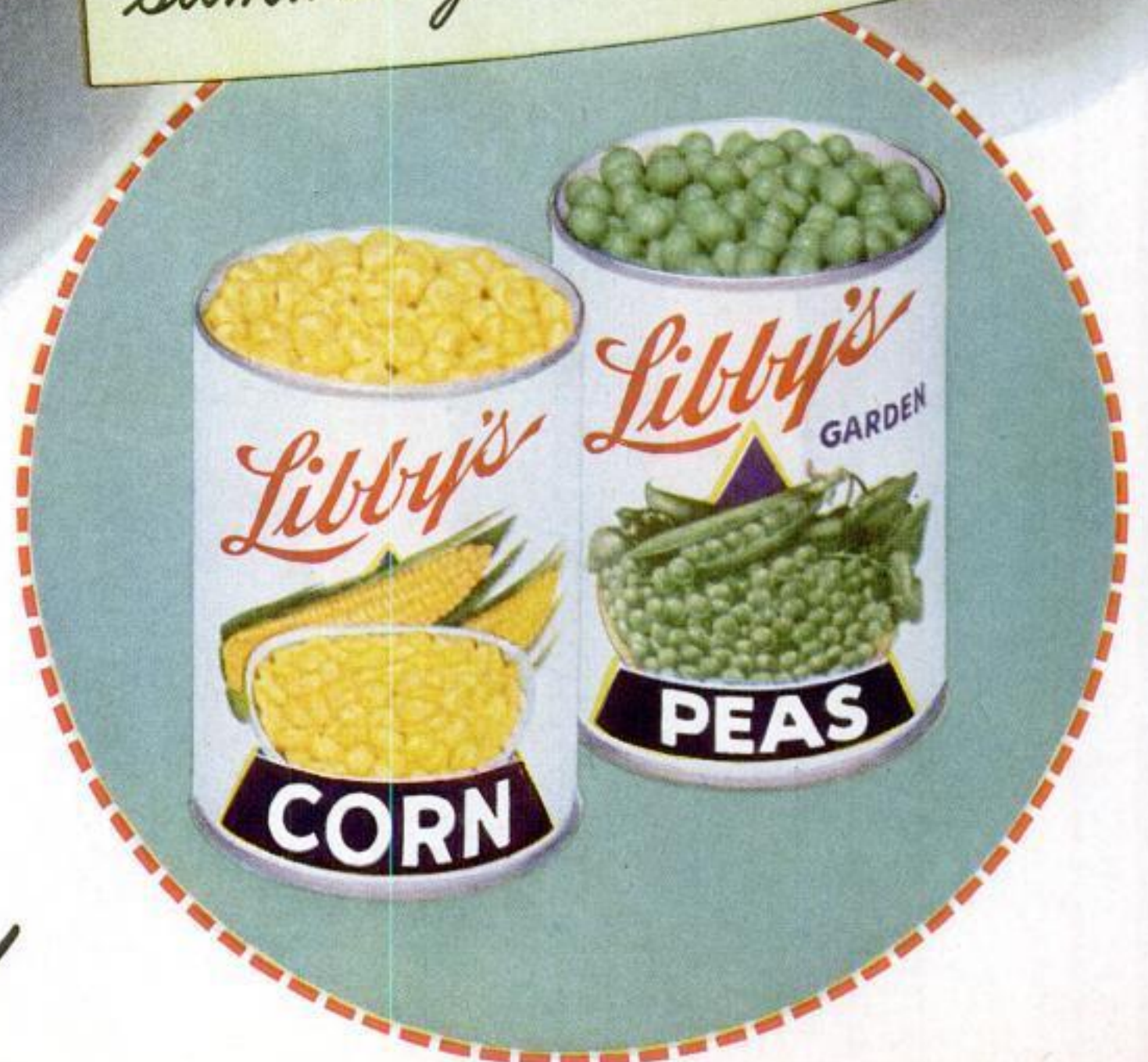
TRY THESE OTHER FINE LIBBY'S VEGETABLES, TOO:

Spinach • Beets • Asparagus • Lima Beans

Tomatoes • Pumpkin • Stringless Beans • Peas and Carrots

Garden Mixed Vegetables

Look to *Libby's* for perfection!





A DAY-OLD BABY SEAL, CALLED "WHITECOAT," HUDDLES ON ICE. NEWBORN SEAL WEIGHS ABOUT 16 POUNDS, GROWS FAST. AT TWO WEEKS IT MAY WEIGH 80 POUNDS

GREAT SEAL HUNT

Icy slaughter off Newfoundland
yields more than 200,000 pelts

This spring, as the winter ice cap was breaking up off Newfoundland, the Canadian sealing ship *Terra Nova* waited in port for news from reconnaissance planes. The planes were out looking for black patches on the floating ice (*below*) which betrayed the presence of huge colonies of harp seals, down from the Arctic to whelp their young. Soon as the planes reported, the *Terra Nova* hurried out. It takes 10 days or more to push through the thick

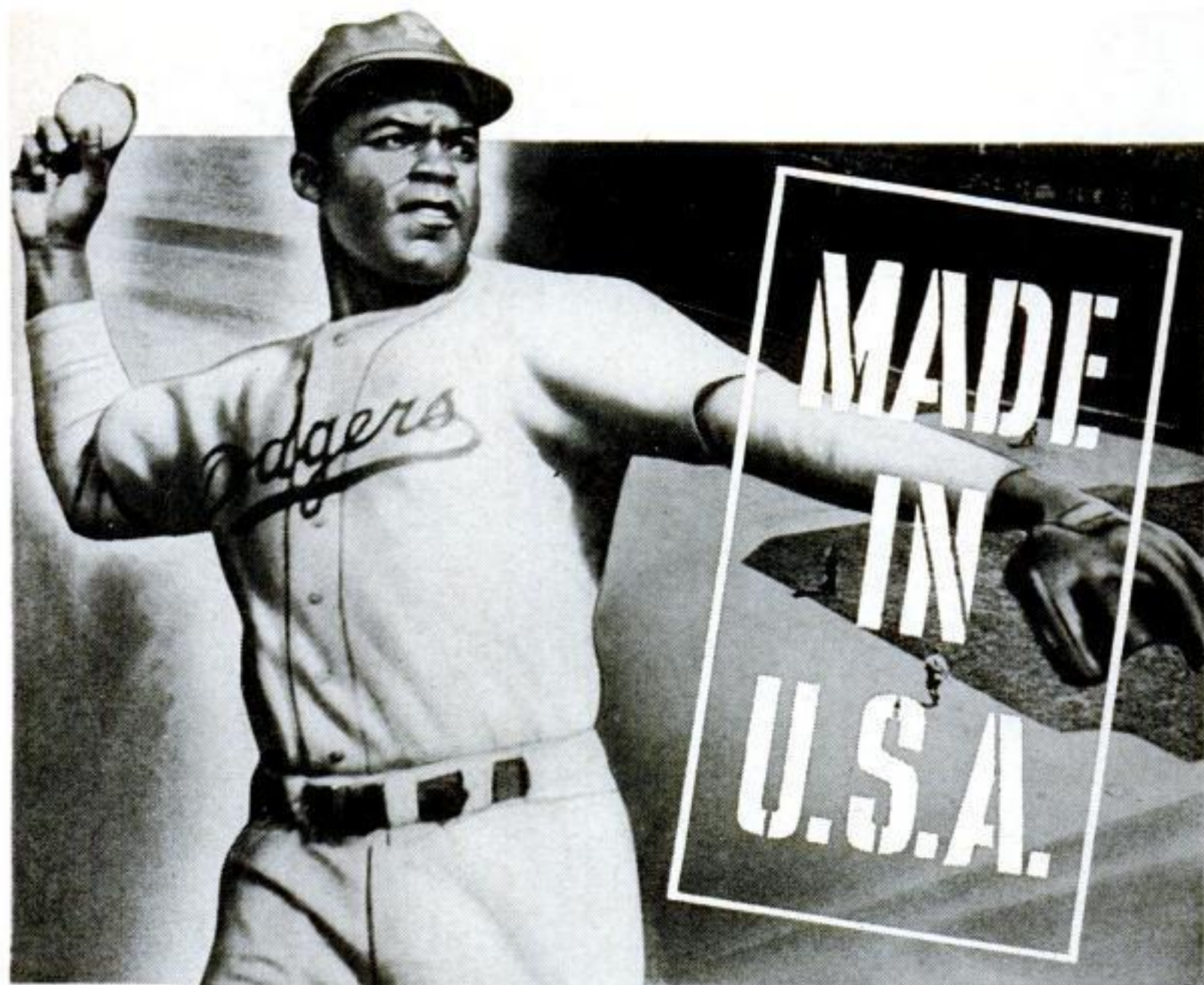
ice and there is great advantage in reaching the herds quickly. The most valuable pelts are of the young "whitecoats" (*above*) which, for the first few days after birth, are unable to move quickly and are therefore easy prey for the hunters.

The *Terra Nova* had good luck. It took about 25,000 pelts, worth about \$5 each. Profits are divided between ship owners and crew. All told, the Newfoundland seal kill this year exceeded 200,000.



SPOTTED FROM AIR, a herd consisting of old male seals rests on the cracking ice cap. Females, which have just given birth to young, have scattered into the ocean

to hunt for food, leaving males to themselves for several weeks. Pelts are also taken from adult seals, but these are sold only for leather and are not particularly valuable.



It Had To Be!

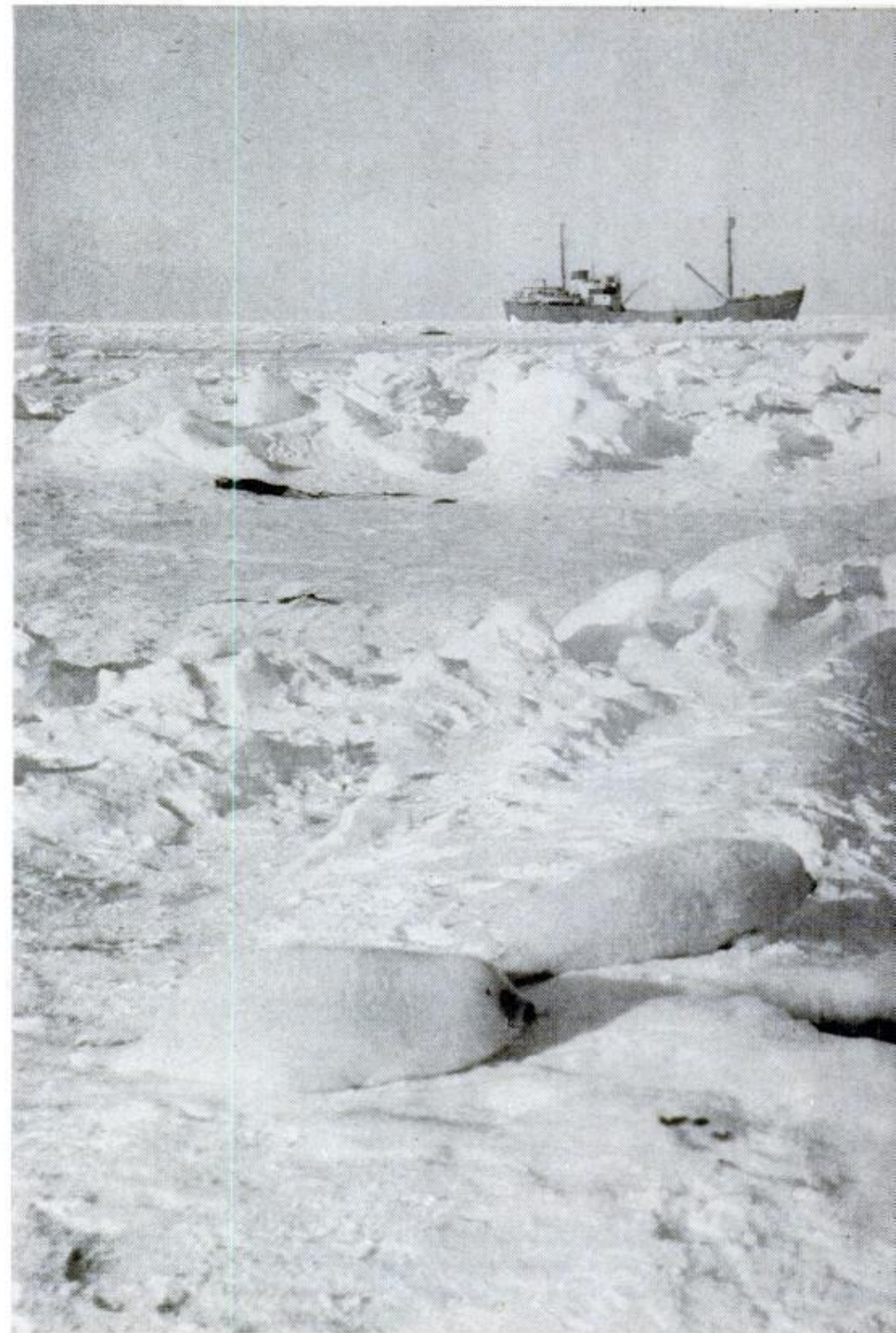
... because it's the story
of a man who fought
against overwhelming
odds with America's
greatest weapons
... a ball, a bat and
a glove!

JACKIE ROBINSON "The Pride of Brooklyn" as HIMSELF in

"THE JACKIE ROBINSON STORY"



Seal Hunt CONTINUED



BABY HARP SEALS WAIT AT A "BOBBING HOLE" FOR THEIR MOTHERS

YOUNG ARE EASILY SLAUGHTERED

Once the hunters are among the seal herds, the killing is easy. Pups are usually found at "bobbing holes," openings in the ice into which the mothers go for fish. They usually make no attempt to escape and the hunters can walk right among them, crushing their skulls with gaffs (*below*) or by kicks. A good hunter can skin a seal a minute, and if he has no trouble finding pups can take 200 to 300 pelts in a single day.



BUNDLES OF GAFFS are untied by men aboard the *Terra Nova*. Hunters use hooks to kill seals, drag pelts and also to grab ice when they slip into water.



AS A HUNTER WORKS ON A PILE OF PELTS MARKED WITH SHIP'S FLAG



READY TO JUMP onto the ice, hunters hold to ship's side awaiting order. If hunting is good, the fuel oil on deck may be dumped to make room for pelts.

CONTINUED ON NEXT PAGE

THE ELECTRICITY

THAT BRINGS A CROWD TO ITS FEET!

THE THRILL

OF THE WORLD'S GREATEST SPORT!

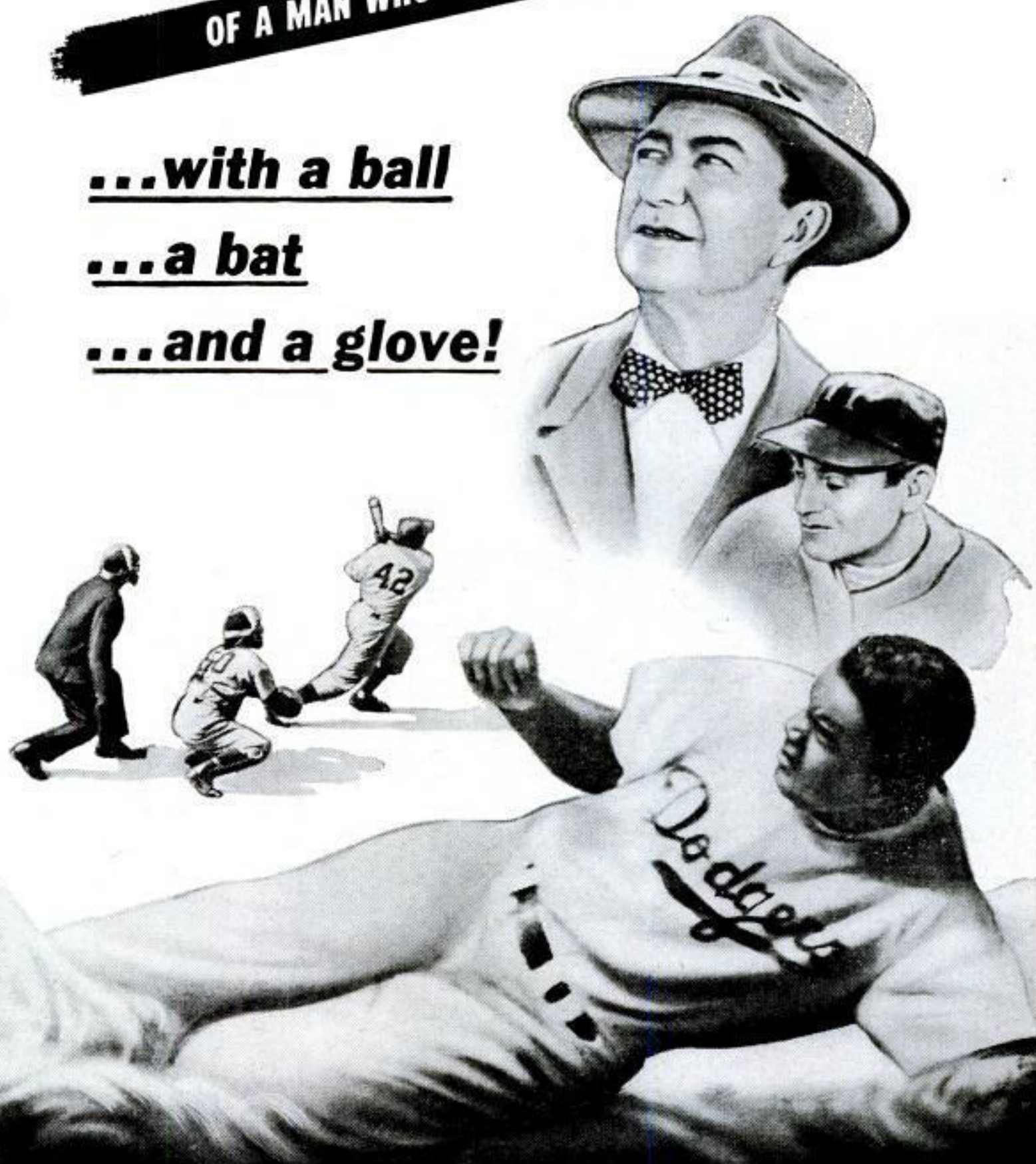
THE DRAMA

OF A MAN WHO FOUGHT THE AMERICAN WAY —

...with a ball

...a bat

...and a glove!



JACKIE ROBINSON "The Pride of Brooklyn" as HIMSELF in

"THE JACKIE ROBINSON STORY"

SEE IT
AT YOUR
LOCAL THEATRE

with
MINOR WATSON ★ **RUBY DEE**

as "Branch Rickey" of "Anna Lucasta" Fame
RICHARD LANE as "Clay Hopper" of the
"Montreal Royals"

Billy Wayne as "Clyde Sukeforth"
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Seal Hunt CONTINUED



BATting SEALS with a gaff, a hunter bags three in one spot. Ship's captain usually watches his men from bridge to make sure they keep after seals.



DRAGGING PELT over ice with a rope, hunter heads for the "pan," which is the name given the area where skins are piled up before being loaded on ship.

CONTINUED ON PAGE 64

The fastest-writing portable ever built!

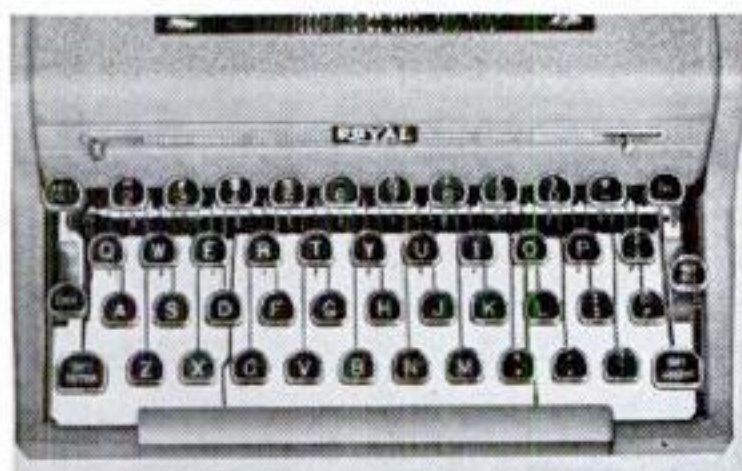


1. Mechanically, the Royal Portable is built to travel far faster than human fingers!

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1. THE Standard Typewriter in Portable Size. The Gray Magic Royal Portable has a fully standard keyboard in size, slope, distance between rows of keys, and position of controls.



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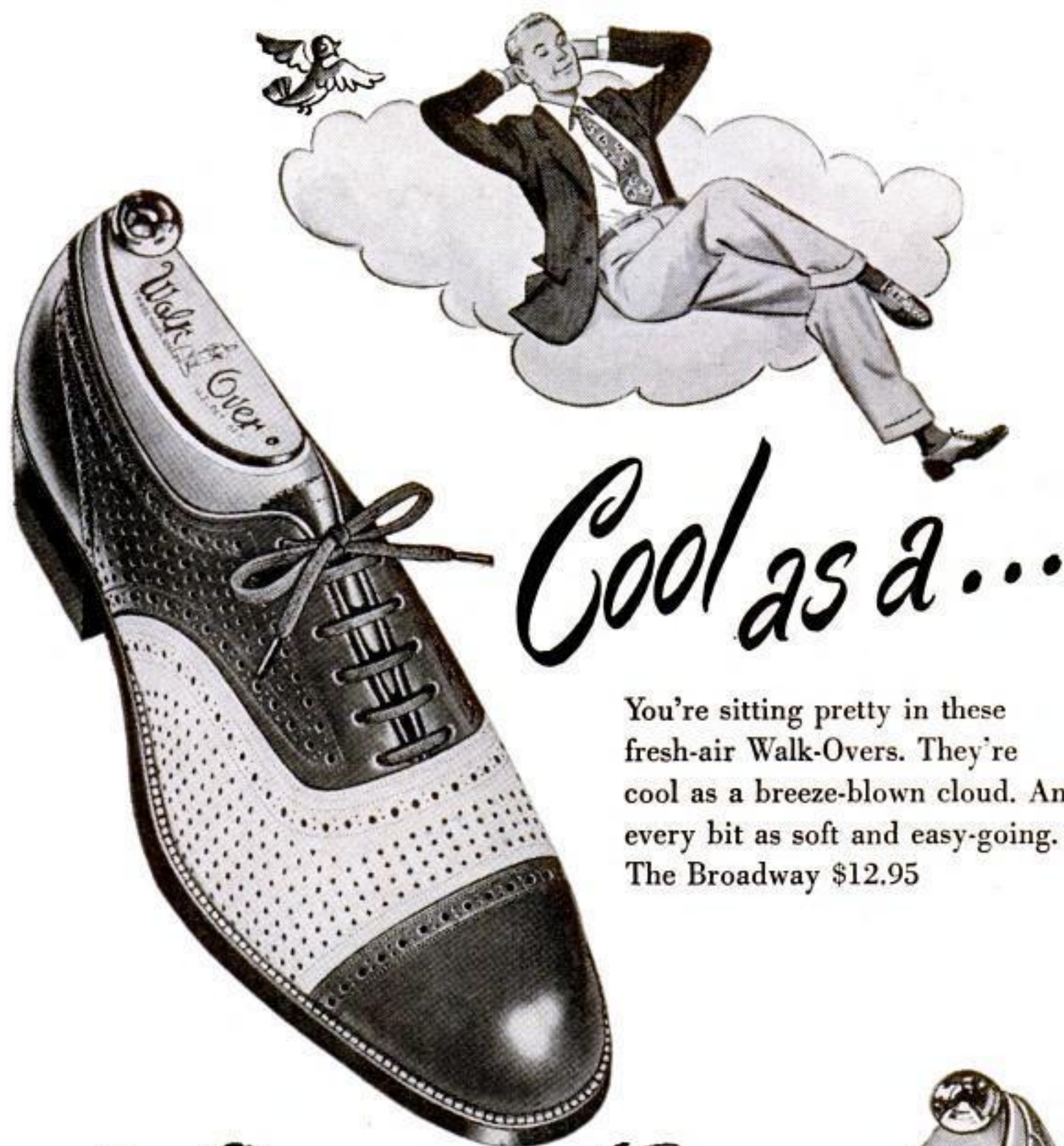
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Cool as a...

You're sitting pretty in these fresh-air Walk-Overs. They're cool as a breeze-blown cloud. And every bit as soft and easy-going. The Broadway \$12.95



Inhale . . . exhale—the air-holes bathe your feet in breezes, every step. Oh, brother, this is the way to live. The Major \$12.95

And, good looking . . . they'll set sirens sighing. See them (the Koolies) at your neighborhood Walk-Over dealer's today. The Rambler \$13.95



*Cool as a—
WALK-OVER
Koolie*



Walk-Over prices from \$12.95 (Higher West). Geo. E. Keith Company, Brockton 63, Mass.

Seal Hunt CONTINUED



SEALING COMPANY AGENT PICKS UP TWO-DAY-OLD SEAL PUP TO TAG IT

SEALS ARE TAGGED FOR STUDY

The harp seal gets its name from a black, harp-shaped patch on the adult's back. Milk of the females has 40% butterfat content, and the young grow very rapidly. After whelping off Newfoundland, the seals mate, then head back about the middle of May for their summer homes off Baffinland and the west coast of Greenland. This year the Canadian government tagged some 200 young seals to track the migrations and learn more about harp seal habits. Conservationists are alarmed at the enormous annual slaughter of the harp seals, and Canada may propose an international agreement, like the one made 19 years ago on whales, to regulate hunters and protect the herds against possible extinction.



TAGGING THE FLIPPER, agent clips on a round metal disk. When the whitecoat becomes mature in three years, it will weigh as much as 300 pounds.

You're **Lucky** when it's Apple Pie
made with



**Sliced
Apples**



You're lucky in every way when you make apple pie with marvelous, new Lucky Leaf Sliced Apples. *Lucky*—because they're ready to use—no tiresome peeling. *Lucky*—because your pie bakes so beautifully and doesn't fall in the center. *Lucky*—because Lucky Leaf Sliced Apples are so delicious—the firm, full-flavored slices of choice, tree-ripened fruit.

Ask your food store for other "Lucky Leaf" apple treats. Rich-flavored golden Apple Sauce. Tangy, sparkling Apple Juice. Zestful, sweet-tart Apple Butter. They are the aristocrats of apple products—prepared from luscious fruit grown in the famous orchards of the Blue Ridge Mountains—and put up by the folks who grow the apples. That's why the Lucky Leaf label is a dependable assurance of pure flavor and orchard-fresh goodness. Knouse Foods, Peach Glen, Pa.

Recipe for Delicious Lucky Leaf APPLE PIE

1 (No. 2.) can LUCKY LEAF sliced apples
 $\frac{1}{2}$ cup sugar
 2 tablespoons sifted flour
 $\frac{1}{4}$ teaspoon cinnamon
 1 tablespoon butter
 Pastry for 8-inch double crust pie

Turn contents of can of apples into pastry lined 8-inch pie plate. Mix dry ingredients. Sprinkle over apples. Dot with butter. Top with pastry which has been pierced with knife. Fold edge of upper crust under lower. Flute edges. Bake in hot oven (425°F.) 40 minutes. Serve with cheese if desired.

Put up by the Folks who **GROW** the Apples!





NEVER! NEVER! NEVER!

A RANGE LIKE THIS

FOR SO LITTLE MONEY!

YES, IT'S TRUE... A **DELUXE** KALAMAZOO
AT THE PRICE OF AN ORDINARY RANGE!

Just look at this gleaming beauty! It's the most smartly-styled, streamlined range in America. It's a delight to the eye, and it's truly a cooking gem—with every up-to-the-minute, work-saving feature you've ever hoped for.

The amazing low price is the result of expert engineering and volume production—plus fifty years of range-making experience. Be sure to see the thrilling all-new 1950 Kalamazooos at your dealer's store or department store. You'll agree that they are today's greatest range values.



Dealerships in choice territories are still available.
Write THE KALAMAZOO STOVE & FURNACE COMPANY,
564 ROCHESTER AVENUE, KALAMAZOO, MICHIGAN.



Enjoy **TWO OVEN** cooking
with this new automatic Electric!

Imagine the luxury of cooking in *two* giant ovens! Think of having a magic clock that starts cooking, regulates heat, and stops cooking while you're away. And imagine bringing 2 quarts of water to boil in 8 minutes—that's how fast the Superspeed 7-heat top units are! Uni-flow one-piece top with built-in lamp, two broilers, two storage drawers, oven lights and dozens of other wonderful features. Just compare it with others costing \$35 to \$50 more!



Combination Ranges and
Coal and Wood Ranges

MODERN SMART STYLING

STREAMLINED BUILT-IN TOP LAMP

EASY-TO-CLEAN ONE-PIECE TOP

MULTI-FLAME BURNERS

GIANT OVEN WITH GLASS WINDOW

COMPARE IT WITH OTHERS COSTING \$50 MORE

2 ROOMY STORAGE DRAWERS

WAIST-HIGH BROILER

Washing Machines, Refrigerators, Freezers

Oil, Gas and Coal Furnaces and Winter Air Conditioners

Closed view of Model DH-141 shown above

They are smoking them everywhere



APPLE BLOSSOM FESTIVAL
VALLEY OF VIRGINIA

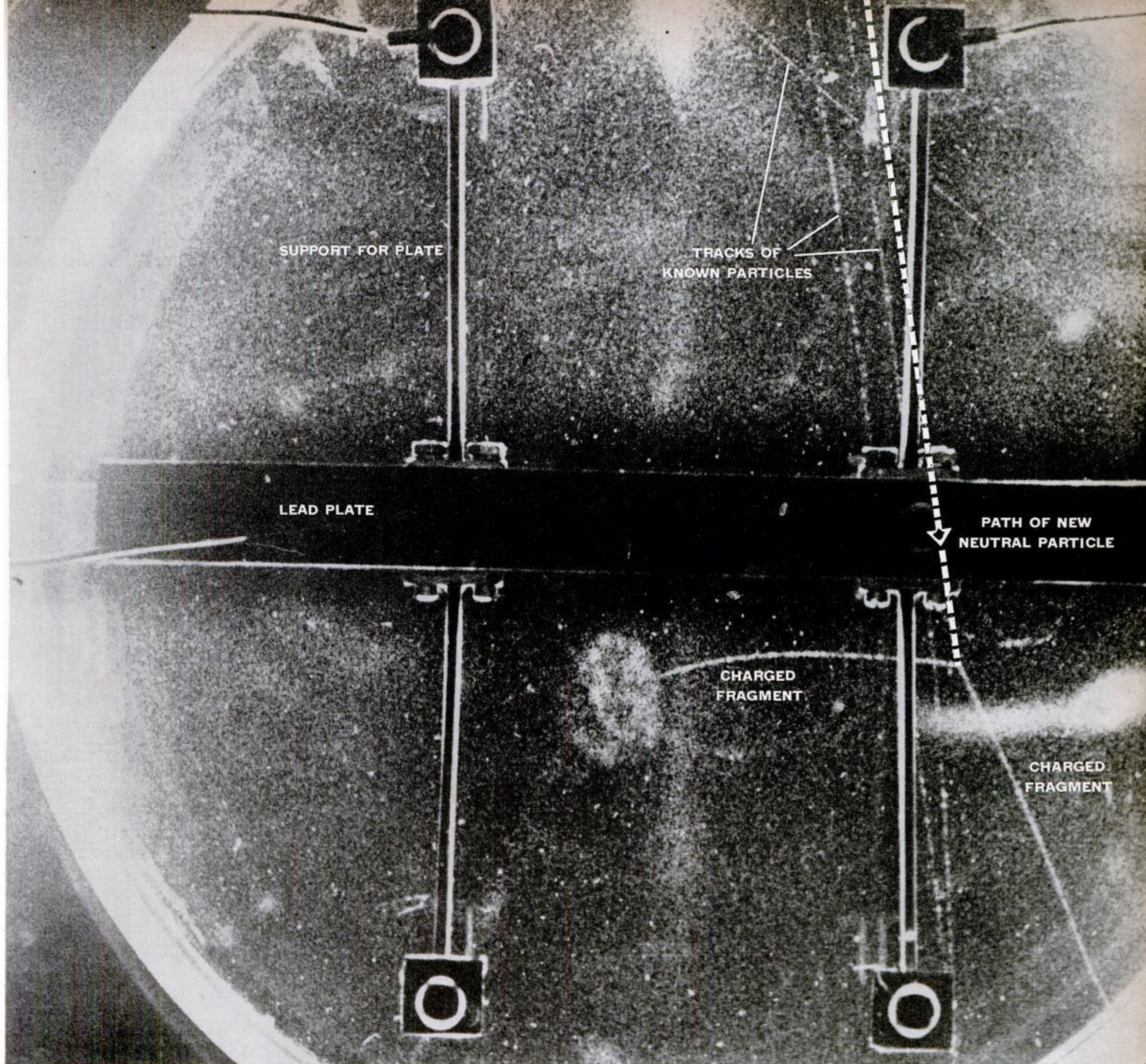


Thousands are turning to
The New Idea in Smoking...
Modern, stylish, different... *The perfect mild smoke.*

ROBT. BURNS
Cigarillos

5¢ each

MANY SMOKERS BUY CIGARILLOS BY THE BOX



NEW NEUTRAL PARTICLE passes down through cloud chamber without leaving a track (its approximate course is shown by dotted line), pierces lead plate, then

splits into two charged fragments whose visible, V-shaped track identifies the particle. This particle originated in an atomic explosion caused by cosmic rays from outer space.

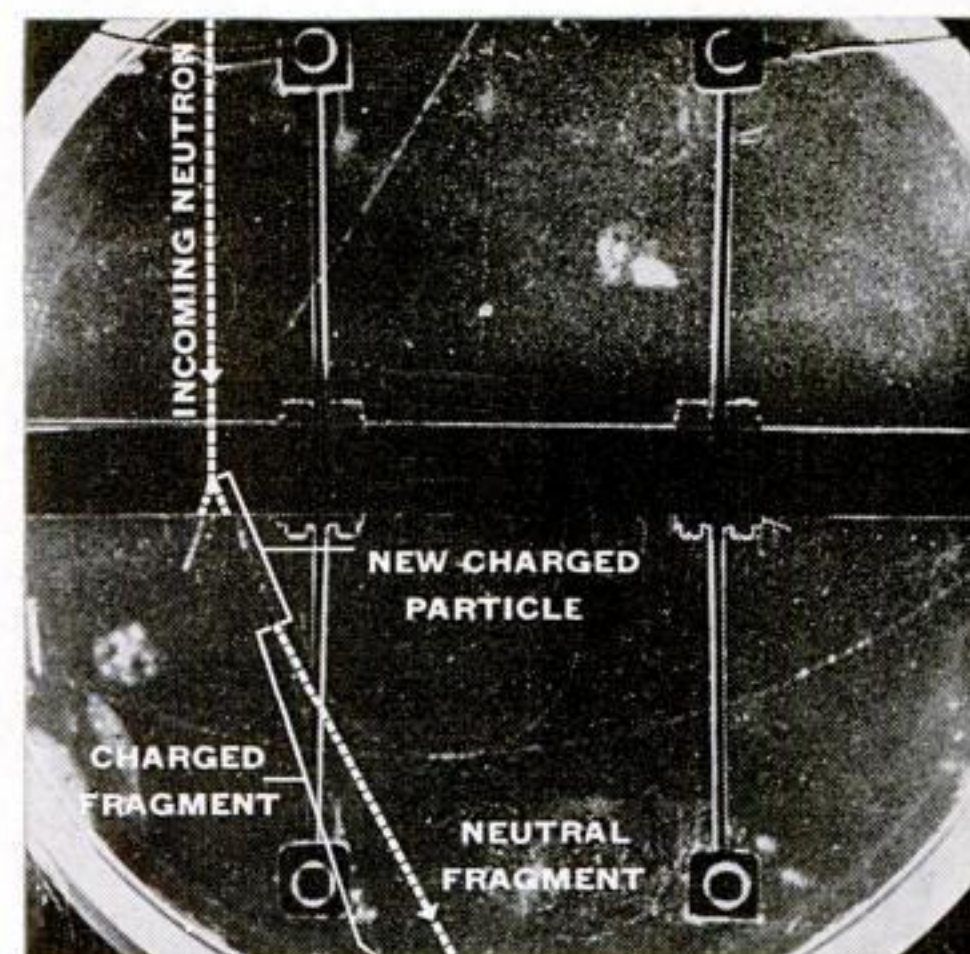
ATOM'S NEWEST PARTICLES

Cloud chamber tracks identify two more, bringing total to thirteen

The atom, which for 2,300 years was considered the indivisible unit of matter, is becoming more divisible every day. Ever since the British physicist J. J. Thompson proved 53 years ago that the atom contained smaller particles called electrons, scientists have been trying to discover and identify other atomic components. By the end of 1949 they had listed 11. Then, two weeks ago, a Caltech scientific team led by C. D. Anderson, Nobel prize-winning discoverer of two other subatomic particles, released pictures which confirmed the existence of a 12th and perhaps a 13th.

Caltech's pictures show the interior of a cloud chamber—a gas-filled tank in which fragments of

atoms smashed by cosmic rays leave visible trails. Out of 11,000 such photographs 34 were found which showed patterns that were unlike those left by any known particle. These patterns were of two kinds: one (*above*) was a forked track made by a pair of charged fragments created by the breakdown of a new neutral particle, which was itself invisible; the other (*right*) was made by a short-lived charged particle. These two new additions do not necessarily complete the catalogue of atomic parts. A number of scientists have described several others which they expect to discover. And it may yet be shown that all the particles observed so far are themselves made up of still smaller particles.



NEW CHARGED PARTICLE, apparently knocked out of lead atom by invisible neutron disintegrates rapidly. Caltech scientists have only four pictures of this, but have 30 to prove existence of new neutral particle.

The ruby-clawed lever of the Girard-Perregaux escapement ticks out the pulse beat of Time with exceptional accuracy, long-lived dependability



Commencement time

GIRARD-PERREGAUX... a name firmly bound to graduation's time-honored tradition of watch-giving. Here's beauty fashioned to maturing tastes... and accuracy, born of faultless precision, to pace proud moments through the years. You'll find a wide choice... and a wise choice... in the famed Girard-Perregaux collection. Known, respected and offered by the world's finest jewelers.



Ladies' watches: \$47.50, 17 jewels, gold filled—\$71.50, 17 jewels, 14 kt. gold
Men's watches: \$65.00, 17 jewels, gold filled—\$50.00, 17-jewels, gold filled
federal tax included

GIRARD PERREGAUX

FINE WATCHES SINCE 1791

30 ROCKEFELLER PLAZA, NEW YORK 20 • In Canada: Hamilton, Ontario

Atom's Newest Particles CONTINUED

TRACKS IDENTIFY ATOM'S PARTS

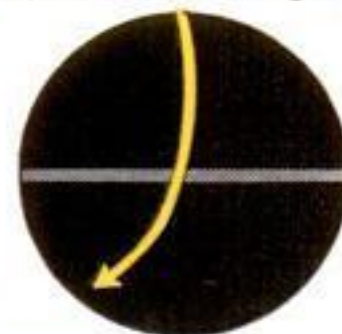
The characteristic cloud-chamber tracks made by the 13 known atomic particles are shown below; white lines are trails of charged particles which are visible; dotted lines trace the course of the invisible neutral particles. Yellow indicates part of pattern made by each particle itself rather than by the particles which formed it or which it forms.



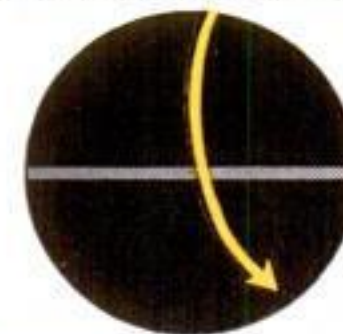
PROTON leaves streak as it enters chamber, then hits lead plate, producing a shower of particles.



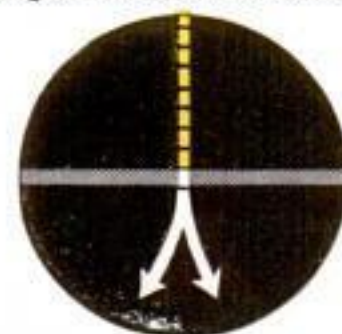
NEUTRON also creates a dense shower but like other uncharged particles it leaves no track itself.



ELECTRON, a light negative particle, curves sharply when a magnet is placed near the chamber.



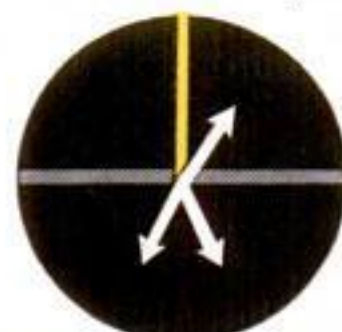
POSITRON, a positively charged version of the electron, curves too but always in opposite direction.



PHOTON leaves no track itself but can be recognized because it creates an electron and a positron.



NEUTRAL MESON, knocked out of plate by proton, quickly disintegrates to form pair of photons.



NEGATIVE PI MESON leaves incoming track. It smashes lead atom and scatters its fragments.



POSITIVE PI MESON, slowed by plate, breaks into neutrino and positive mu meson (below, left).



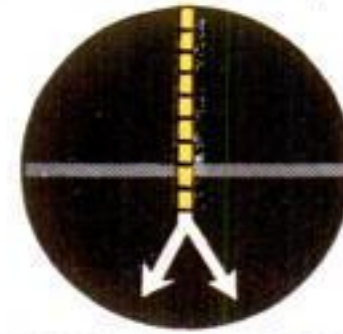
POSITIVE MU MESON, created by pi meson, splits into a positron and an invisible neutrino.



NEGATIVE MU MESON forms if negative pi meson splits above plate. It emits electron, neutrino.



NEUTRINO leaves no path and produces no other particles but is proven mathematically to exist.



NEW NEUTRAL PARTICLE is identified by its characteristic division into two charged fragments.



NEW CHARGED PARTICLE has a visible track. It breaks up into one charged, one uncharged fragment.

CONTINUED ON PAGE 72

First

with **POWERglide** No-Shift driving

Nowhere else, in the entire field of low-priced cars, such a happy choice of driving methods and engine performance as this! You may have the *finest no-shift driving* at lowest cost by choosing a Chevrolet embodying the sensational Powerglide Automatic Transmission, teamed with Chevrolet's 105-h.p. Valve-in-Head Engine*—most *powerful engine* in the low-price field. Or you may have the *finest standard driving* at lowest cost by choosing a Chevrolet embodying Chevrolet's highly improved, more powerful standard Valve-in-Head Engine, teamed with the famous Silent Synchro-Mesh Transmission—long recognized as the pattern of all gear transmissions!

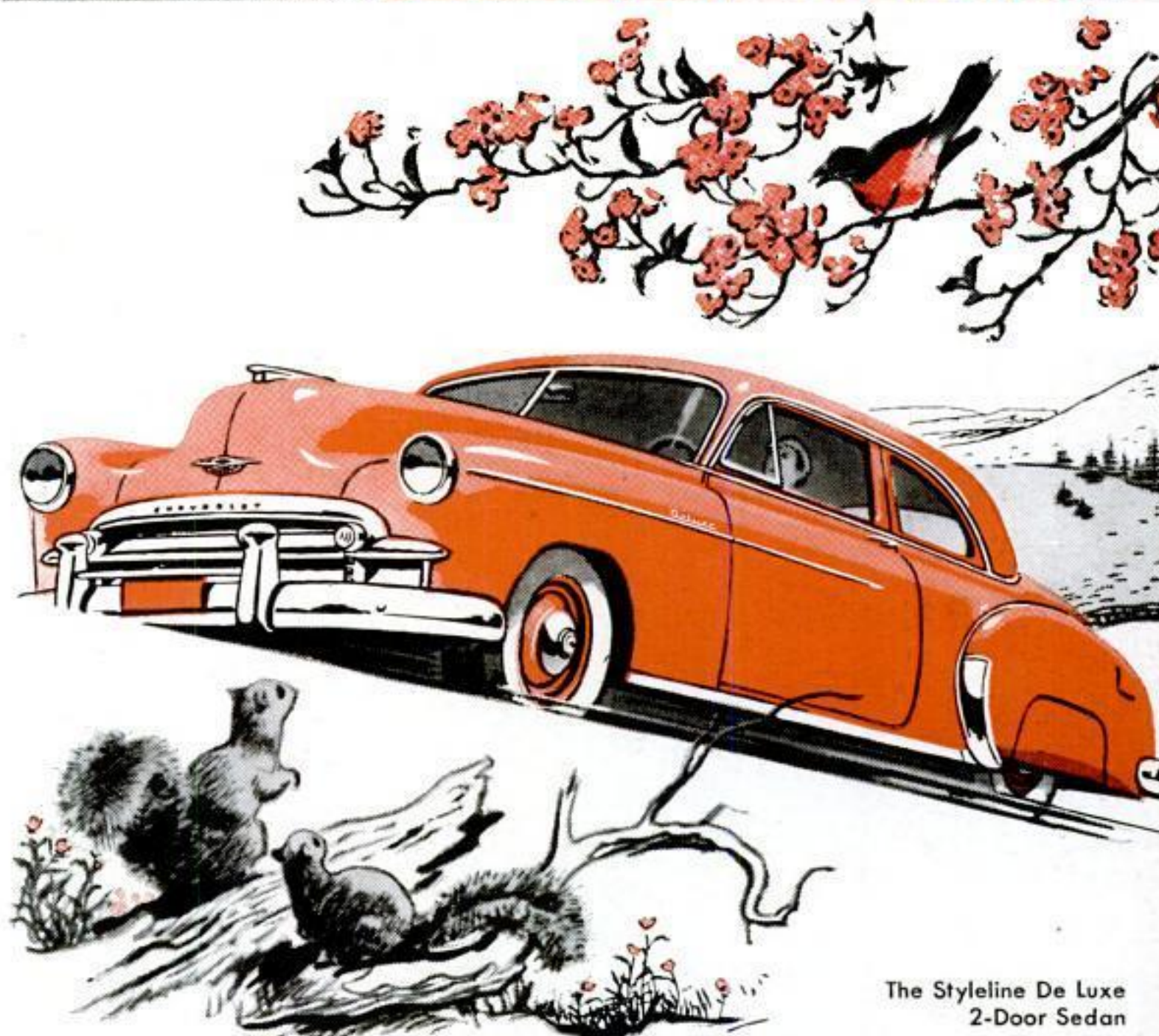
*Combination of Powerglide Automatic Transmission and 105-h.p. Valve-in-Head Engine optional on De Luxe models at extra cost.



and Finest

for big thrills with small bills

You know Chevrolet is noted for fleet, lively, dynamic performance; and this new Chevrolet is even more powerful, even more responsive, even smoother and quieter than any Chevrolet of the past. You can count on it to provide *big thrills with small bills* on short or long trips. In fact, we believe you will agree it's the *finest performer of low cost* when you realize how beautifully it operates and how much money it saves you on purchase price, operation and upkeep. And, of course, Chevrolet's long record of dependability proves that it will give this same fine performance year after year.



The Styleline De Luxe
2-Door Sedan

at Lowest Cost

with feature after feature found
elsewhere only in costlier cars

Just count the many outstanding features that Chevrolet—and only Chevrolet—shares with America's costliest cars: Ultra-luxurious Bodies by Fisher, with glowing color harmonies and fashionable two-tone interiors, for finest beauty and comfort! Center-Point Steering and the Unitized Knee-Action Gliding Ride for exceptional steering-ease and riding-ease! Curved windshield with Panoramic Visibility. Fisher Unisteel Body-Construction, and Proved Certi-Safe Hydraulic Brakes for maximum safety-protection for you and your family! And many, many other advantages exclusive to this one low-priced car! Be wise . . . choose Chevrolet . . . and own the car that's *first and finest at lowest cost!*

CHEVROLET MOTOR DIVISION
General Motors Corporation
DETROIT 2, MICHIGAN



"A barrel of quality in every bottle..."

...and it doesn't take a barrel of money to buy it"

Old Quaker

STRAIGHT WHISKEY
Bourbon or Rye



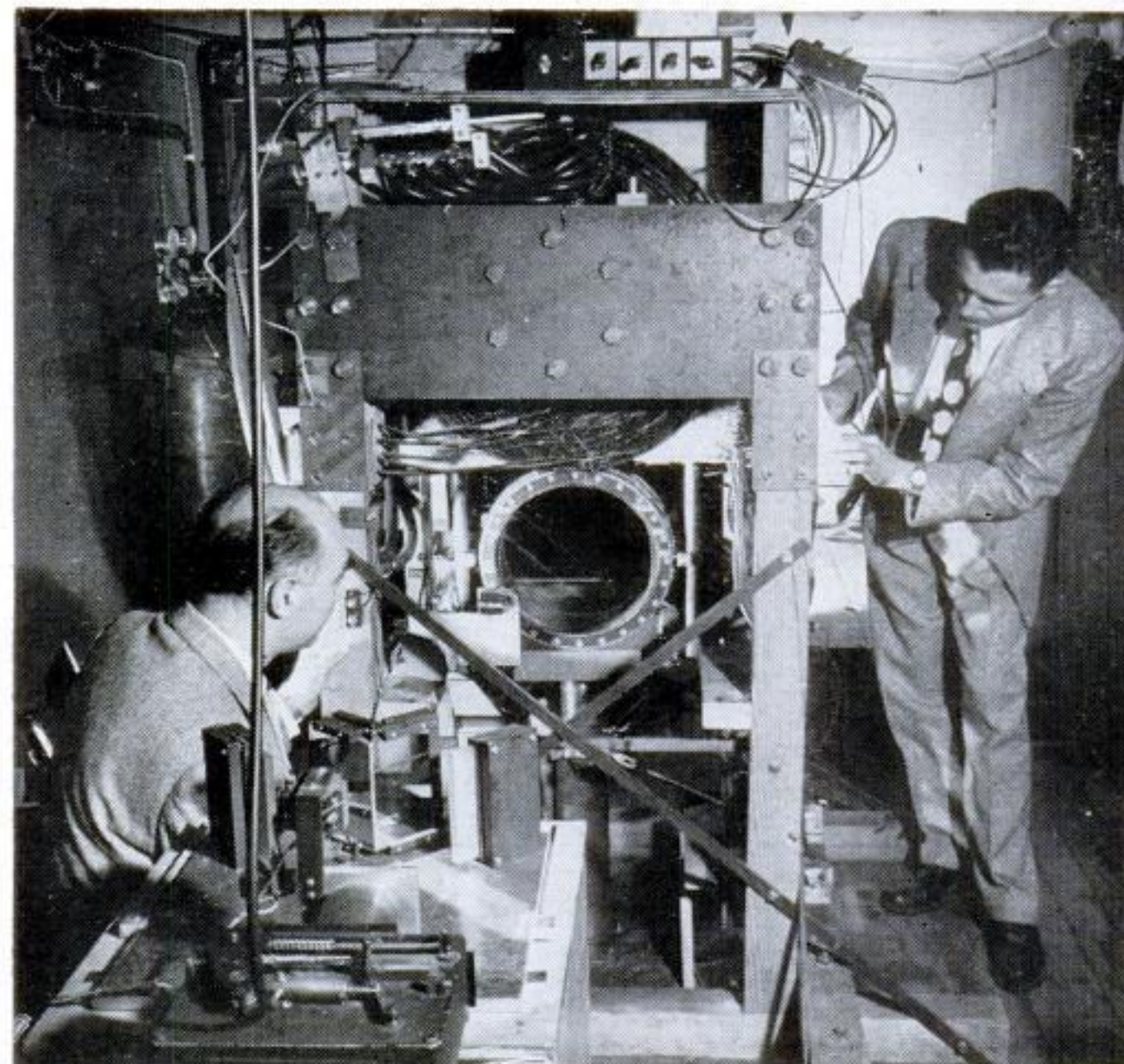
PRICE REDUCED!

The same time-honored quality and flavor. OLD QUAKER...5 years old... is offered to connoisseurs of fine aged whiskey at a greatly reduced price. Now more than ever—"You don't have to be rich to enjoy rich Old Quaker"

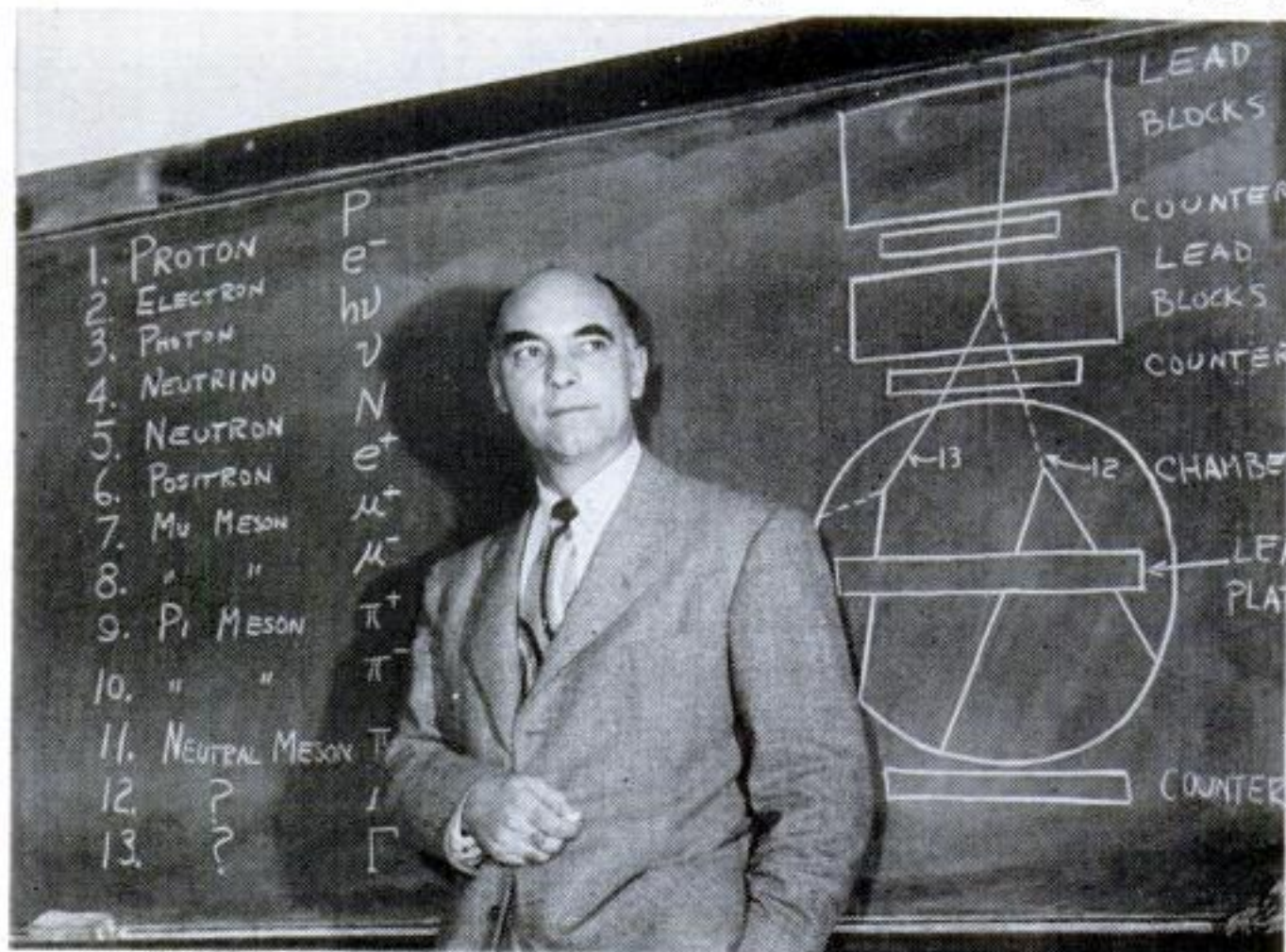
OLD QUAKER DISTILLING COMPANY, LAWRENCEBURG, IND. • 86 PROOF

You don't have to be rich to enjoy rich Old Quaker

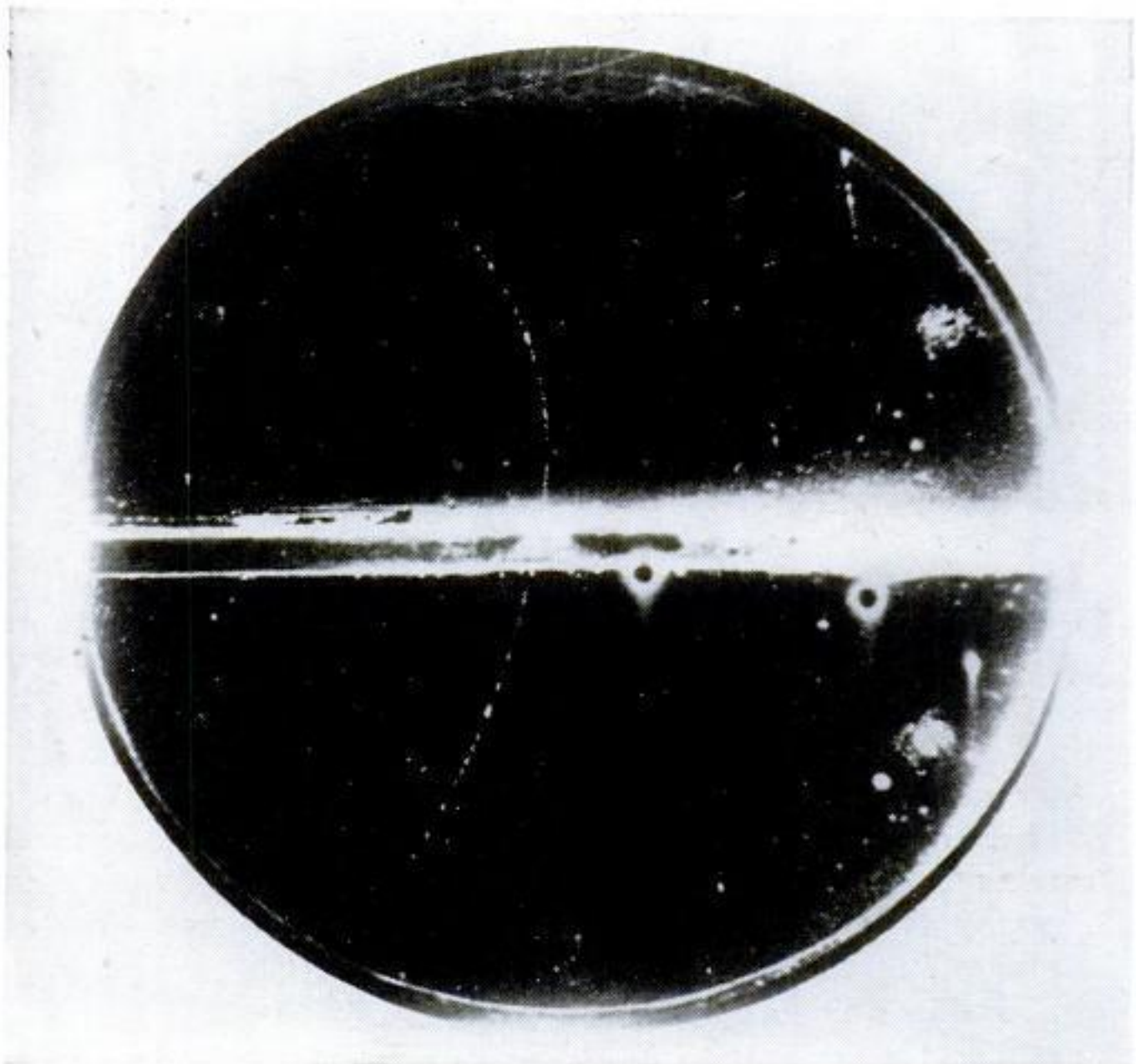
Atom's Newest Particles CONTINUED



CLOUD CHAMBER is vapor-filled box with a glass port through which camera (foreground) photographs trails of atomic particles. The chamber was operated under direction of Dr. Anderson (left) and Dr. R. B. Leighton (right).



NOBEL PRIZE WINNER Anderson discovered positron and first meson. Credit for discovery of the new particles and privilege of naming them will go to British Physicists C. C. Butler and G. D. Rochester, who first observed them.



PROOF OF THE POSITRON was this historic photograph, showing the positive particle's path curving under influence of a magnetic field. Negative electron would have bent to right. This picture clinched Nobel Prize for Anderson.



Imagine re-doing your **BEDROOM** for less than \$50!

"From my bright new Bird Armorlite Rug
to my crisp yellow organdy curtains,
I spent less than \$50!"*

And all dreaming aside, the same thing can
be yours by doing the redecorating yourself!

THE starting place, professional decorators say,
is the floor . . . and a BIRD ARMORLITE Rug
is the best beginning you can make! The resilient
enamel surface of BIRD ARMORLITE is made with
special resins . . . tough, wear-resistant and easy to
keep clean and glossy with mild soap and water!
Soft, rich colors; gay, sparkling designs — you'll
find them all in BIRD ARMORLITE's many patterns
and styles. Bird quality is dependable, too . . . they
have made the best in floor coverings for many,
many years, and other fine products since 1795!

So . . . start off *right* with a BIRD ARMORLITE
Rug! Try these pictured ideas, too — and add to
them as you go along. Before you know it you'll
have a bedroom right out of your dreams . . . at
a price that won't haunt you!



Pattern #6364



Dramatize the contrasting colors from your
Bird Armorlite Rug with yellow organdy cur-
tains and green burlap drapes.



Using the colors in your Bird Rug, cover an
old screen with burlap, sew on loops, and
hang family pictures lavishly.



Cover chair seats with durable plastic to
match the yellow flowers in your Bird Rug.

Practice redecorating every room . . . colors,
drapes, everything . . . right in Bird's "Color
Schemer" — just 10c. Write to the address be-
low, or see your nearest Bird dealer. Ask to see
his wide selection of BIRD ARMORLITE patterns
while you're there.

*2 pair organdy curtains, about . . .	\$4.00
6 yards burlap, about	\$5.00
1 pint enamel paint, about	\$1.00
1 gallon wall paint, about	\$5.00
2 yards plastic, about	\$8.00

. . . add the cost of your BIRD ARMORLITE Rug
(from \$5.95 to \$14.95, depending on size and
geographical area) . . . you're still under \$50!



BIRD
Armorlite and Linoleum
FLOOR COVERINGS

DEPT. CDI, EAST WALPOLE MASSACHUSETTS

Also Manufacturers of Famous Bird Master-Bilt Shingles and Insulated Sidings



OSCAR MAYER'S GREAT NEW "SACK O' SAUCE IN A CAN O' MEAT"

brings you quick meat meals with rich Fresh Cooked flavor!

An amazing improvement in canned meat meals! It's Oscar Mayer's exclusive new invention, a separate Sack O' Sauce in a Can O' Meat. Keeps sauce and meat from mingling and losing their distinctive flavors!

Keep several cans of the Beef, Pork, and Wieners on hand for delicious Barbecue-burgers in 7 minutes! Your whole family will love the richer, fresh-cooked flavor of the savory meat and the mild, tempting Barbecue Sauce. It's a can't-be-copied Sauce—a delicate blend of tomato paste, sugar, celery, vinegar, Worcestershire sauce, onion, salt,

and select flavorings. Finest of hundreds of recipes tested, this Sauce is a product of Oscar Mayer's own modern test kitchens.

The richer, fresh-cooked flavor of these quick meat meals is possible only because Oscar Mayer has the separate Sack O' Sauce! Get Oscar Mayer Sack O' Sauce in a can of Beef, Pork, or Wieners.



Wiener Barbecue-burger—It's the tasty Barbecue Sauce in the separate sack that gives a new twist to this old favorite! Just heat the 7 plump, juicy Oscar Mayer Wieners and pop in buns. They're regular-size and *all meat*—made only of select beef and pork. Also delicious with canned baked beans. For party occasions ask for Oscar Mayer Cocktail Wieners with Sack O' Sauce.



Beef Barbecue-burger—Now—in just 7 minutes—enjoy tender morsels of extra lean beef smothered in mildly piquant Barbecue Sauce! Save money, too! A 12-oz. can makes 5 generous Beef Barbecue-burgers! Also makes quick, delicious one-dish meat meals with noodles, macaroni, or spaghetti.



Pork Barbecue-burger—Like barbecue spareribs? You'll love these plump morsels of sweet, savory pork in mild Barbecue Sauce. Just 7 minutes to prepare! A 12-oz. can makes 5 big Pork Barbecue-burgers! For exciting one-dish meat meals—serve with corn—whole kernel or scalloped, cream style.

Ask for Oscar Mayer
"Yellow Band" Wieners, Liver Sausage,
Pork Sausage, and Sliced Bacon
at the fresh meat counter!

FINE MEATS

**Oscar
Mayer**

SINCE 1883

GENERAL OFFICES, CHICAGO, ILLINOIS



DJBBIT CAN GLIDE 150 FEET BY SPREADING LEGS

FLYING PHALANGER

Djbbbit is a tippling marsupial

One night in March 1944 during an air raid on Finschhafen, New Guinea, U.S. Seabee Maurice Bailey, crouching in his foxhole, felt a small object fall in his lap. He picked it up and put it in his pocket. Later he found that it was a female flying phalanger, a marsupial creature of the southern Pacific area similar but unrelated to the flying squirrel of the U.S., whose mother had probably been killed by shrapnel as it clung to her back. Bailey kept the animal, brought it back to Los Angeles where he teaches art. Although some phalangers are too vicious to handle, Djbbbit, as Bailey calls her, is completely tame. She lives contentedly in Bailey's coat pocket, where there is plenty of room for her 4½-inch, 3½-ounce body.

When Djbbbit is happy, says Bailey, she makes ticking noises like a clock. When she is angry she rears back on her haunches and lets out a shrill little scream. Any pencils thrust in the pocket where she lives will be tossed out unceremoniously. Other animals, especially dogs and cats, generally avoid her, but human beings delight in her, particularly when Bailey lets her walk down the inside of a highball glass (*left*), a feat that habitually wins him and his pet a free drink at bars. Besides liquor, Djbbbit likes to make a meal of avocados, corn, peanut butter or carrots accompanied by coffee with cream and sugar and polished off with a dessert of soap or cleansing cream. After dinner Djbbbit will often take a cigaret, rip the paper off with her sharp nails and frolic happily in the loose tobacco.

← **DRINKING HIGHBALL**, Djbbbit hangs by claws to edge of the glass. She prefers ginger ale with her liquor.

"Soaping" dulls hair— Halo glorifies it!



Not a soap,
not a cream—
Halo cannot leave
dulling, dirt-catching
soap film!



Gives fragrant
"soft-water" lather
—needs no
special rinse!

Removes
embarrassing
dandruff from both
hair and scalp!



Yes, "soaping" your hair with
even finest liquid or oily cream
shampoos leaves dulling,
dirt-catching film. Halo, made
with a new patented ingredient,
contains no soap, no sticky oils.

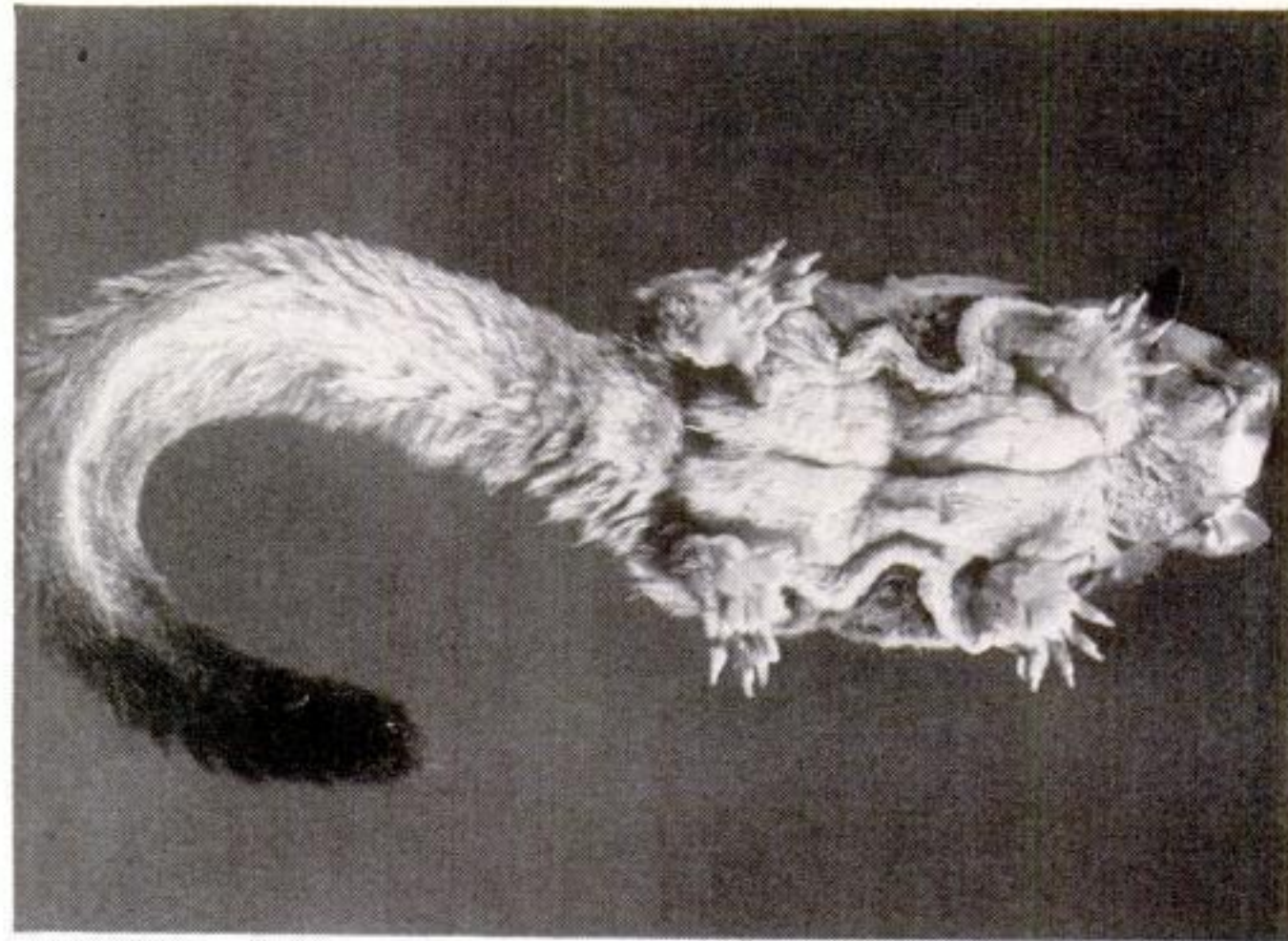
Thus Halo glorifies your hair
the very first time you use it.

Ask for Halo—America's
favorite shampoo—at any drug
or cosmetic counter!



Halo reveals the hidden beauty of your hair!

Liquor Lover CONTINUED



WEBBING ON FEET, seen from underneath through glass, joins the front and rear legs, folds up when not in use. The tail is used for steering in mid-air.



TEETH include an unusually long incisor jutting from the lower jaw, giving the animal a dangerous bite. Djibbit finds it useful for eating corn on the cob.



HOME is in Owner Bailey's coat pocket. Once in an elevator Djibbit shifted her position in the pocket and the lady standing next to Bailey slapped him.



a fine body

Corn-Soya is Kellogg's contribution to the future growth and well-being of this country. It can help you have a fine body now.

Kellogg's
CORN
SOYA

High protein
-helps you have
a fine body

HIBBON MILLED CORN AND SOYA, WITH SUGAR, SALT AND MALT FLAVORING, VITAMIN B₁, NIACIN, NIACINAMIDE, B₆,
 1-oz. provides these percentages of minimum daily requirements: Vitamin B₁ 10%, Niacin 10%,
 2.2% Calcium 2.6%, Phosphorus 6.1%, Iron 18.8%, 0.106 mg. Magnesium and 5.0 mg. Protein.
 MADE BY KELLOGG COMPANY, BATTLE CREEK, MICHIGAN, U.S.A.

CORN
SOYA
SO YUM
YUM
YUM



STUDENT CHORUS SINGS LUSTILY TO ACCOMPANIMENT OF AIR FORCE BAND. FIGURE IN SEAL IS REPLICANT OF THE GODDESS OF FREEDOM STATUE ATOP CAPITOL DOME

THE DISTRICT IS 150

Choristers in red, white and blue celebrate U.S. capital's birthday

At the steps of the U.S. Capitol building on the morning of April 15 a small crowd of Washington inhabitants braved the cold wind to observe the day, just 150 years before, when the first stone of the capital city was laid. Against a red, white and blue backdrop formed by a chorus drawn from six Washington universities, screen actors, opera singers and Vice President Barkley took part in a pageant which officially opened a seven-month program. Only one

scheduled act of the two-hour ceremony failed to come off. The sesquicentennial officials had planned to have the governors of the 13 original states release pigeons from their state offices, timed to arrive in Washington with birthday messages during the ceremony. But a Capitol architect who had been fighting all kinds of pigeons away from his building for 57 years protested so successfully that the Air Force roared some jet planes overhead instead.



THE WINTHROP GROUP of solid mahogany... in truest Colonial spirit. Graceful, charming... and, as for generations past, in admirable taste. Rubbed and polished until the wood gleams warm... says "this is the finest, this is solid, solid mahogany."

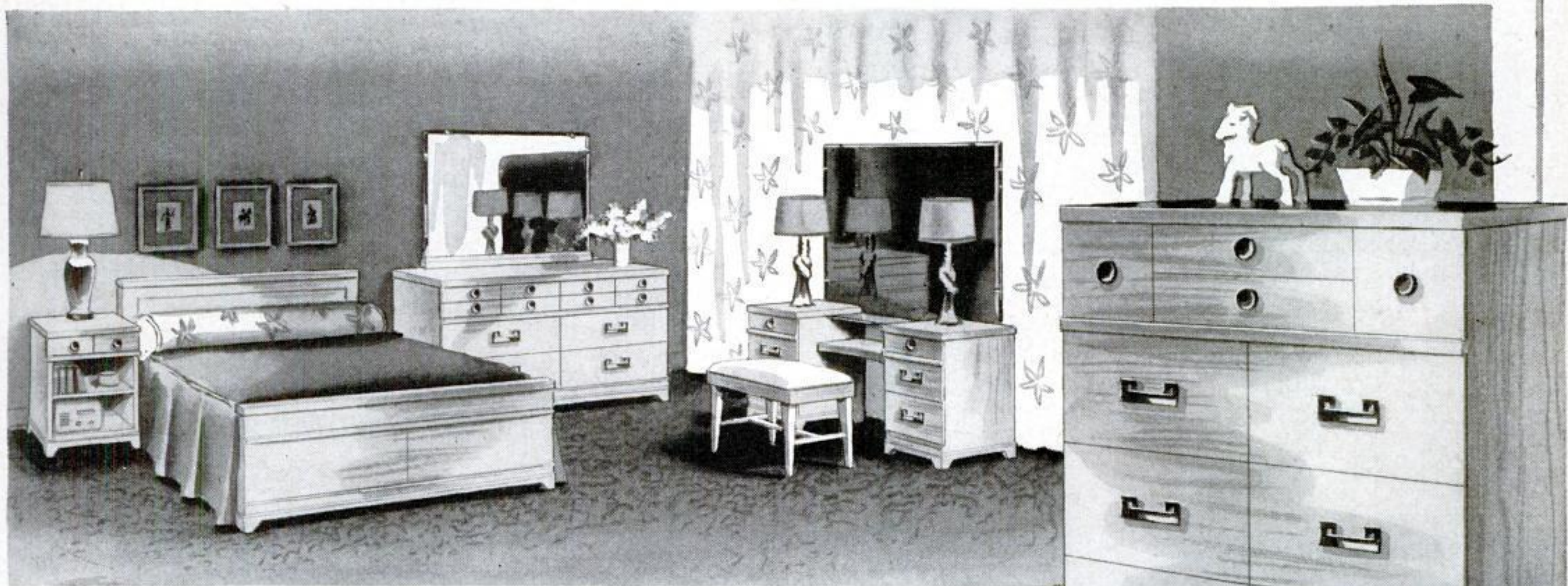
Look closely... look twice...

this is

MENGEL

furniture

Some of the merits of Mengel Furniture are there for you to see and touch, others take living-with to discover. The styling and the smooth finish of each Mengel piece will win your heart and hand at once. And you'll be overjoyed at Mengel's budget-wise prices. But only the future will reveal the lasting beauty and happy years of service that are built deep into Mengel Permanized* Furniture. Individual pieces from each of these suites may be purchased separately. Near you there's a furniture or department store where you can see them.



THE CENTURY GROUP in dove grey walnut... smooth and fine in line and color and finish. Gentle, gracious modern with a sleek, restful kind of beauty that will bring a deep note of comfort to your bedroom. This group also available in amber brown walnut and flaxen oak.

* Permanized: Mengel's exclusive method of joining furniture parts with a specially-adapted glue that is highly moisture-resistant. ONLY MENGEL GIVES YOU PERMANIZING. Registered U.S. Patent Office.



THE MENGEL COMPANY • FURNITURE DIVISION
LOUISVILLE 1, KENTUCKY



DO YOU THINK YOU ARE SMOKING TOO MUCH?

Then here, at last, is the cigarette especially blended for you!

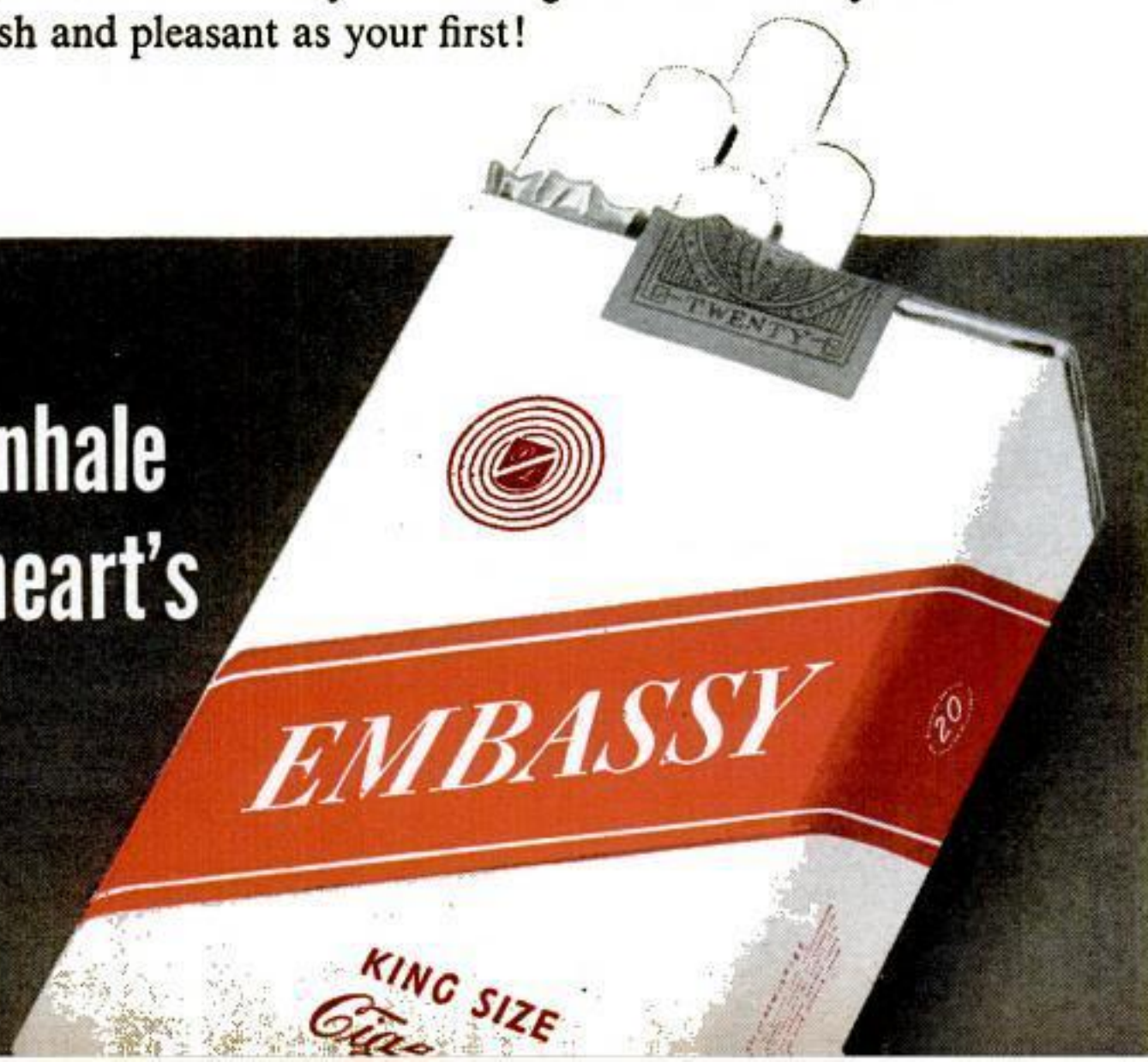
It is the distinctive new king-size Embassy!

Embassy gives you *all* the satisfying character, *all* the full-bodied flavor you enjoy in your present brand. Yet, one of America's leading research laboratories reports milder Embassy smoke averaged over 60% *less Acid-Tars* than that of 4 leading brands tested, when smoked the same normal length.

This amazing result indicates you get virtually no more Acid-Tars in *three* Embassys than in *one* ordinary cigarette!

So . . . if you think you are smoking too much . . . give Embassy a try. You'll find that your last cigarette of the day will taste as fresh and pleasant as your first!

Now... Inhale
to your heart's
content!



POSTMAN IN THE BOX

The weary feet shown protruding from a mail storage box in the picture above belong to Thomas Kincade, a Drexel Hill, Pa. mail carrier. This is the quarter mark on his route, an apartment development where the load is too heavy for him to shoulder all at once. Each morning he delivers mail on the first leg of the route, then sits like this, brooding over his feet but sheltered from the wind, until a relay truck comes along to fill his pouch again. Meanwhile he is oblivious to stares of curious apartment dwellers, one of whom sneaked up to take this picture.

Relive the days that mean most in movies you make yourself

These pictures, real as life itself . . . these precious home movies . . . are simple as snapshots . . . and easier than ever to afford.



The bride will smile happily through the years . . . in movies so gaily and so radiantly alive they almost speak.



Wedding over, a new life begins . . . and this lucky pair has already started a "family film record" that will grow dearer with the years.



They'll always remember. Movies capture the characteristic ways of speaking, walking, smiling that make our dear ones so truly themselves.



A wedding day is a day full and running over; but with a movie camera purring away, the happy memories are secure.



A wedding is a garden of color, and movies catch it all; give you back this day completely, happily, *colorfully* alive.



The high moments of your family's life are satisfyingly recorded *only* in home movies . . . movies as simple as snapshots.

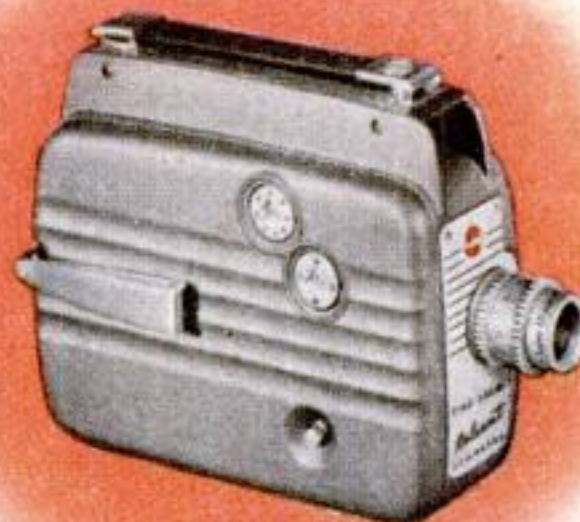


The weddings, the birthdays, the holidays . . . all the days that mean most can be saved in movies nowadays for far less than you think!

The little movie you see on this page . . . made into seven full-length scenes in full color . . . need cost no more than a dollar. (Film processing *included!*)

Camera cost is well within reach, too; Kodak has a new economy movie maker, Cine-Kodak Reliant Camera, and most Kodak dealers offer time payments. See all the Kodak movie cameras at your dealer's. There's one just right for every family . . .

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Cine-Kodak Reliant Camera, \$79. Fast f/2.7 lens, built-in exposure guide, "slow motion," tool! (With f/1.9 lens, \$97.50.) Prices include Federal Tax.

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SAVE \$1.50 ON THIS EXCLUSIVE SWIFT'S CLEANSER OFFER

Get this handsome, practical

Copper-Plated Skillet!

Made by Spartan

"Stay-cool" handle

Skillet shown actual size

Heats evenly

Only **50¢**

and the bands (or labels) from
2 cans of NEW Swift's Cleanser

Regular **\$2.00** value

IMAGINE! This \$2.00 value for only 50¢—plus the bands (or labels) from 2 cans of Swift's Cleanser!

You'll really prize this "French Chef" skillet! *Rugged*—made of high quality steel. Heats evenly. Smooth-polished inside for easy cleaning. *Handsome*—bottom and outside heavily plated with pure, shining copper. *Practical*—6¼" diameter, 1¼" deep—just right for two eggs, breakfast bacon, browning onions or mushrooms, warming leftovers, dozens of uses! Polished 5½" black handle has special heat-blocking feature.

Save \$1.50 while this offer lasts. Order several skillets for your own use. Extra pans make wonderful gifts, too!



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"America's finest
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As served at the luxurious

Condado Beach Hotel

San Juan, Puerto Rico

THE ANSWER IS SO SIMPLE AND SATISFYING

Here's all you do: to 1 jigger Puerto Rican rum (white), add juice of $\frac{1}{2}$ fresh lime (or $\frac{1}{4}$ lemon), and 1 teaspoonful sugar. Shake well with cracked ice and strain into a glass for the pleasantest cocktail of this whole spring season! Yes, you'll enjoy the special delights

of the dry, light rums of Puerto Rico. They're so smooth, so mellow — and they offer such endless variety in a great array of wonderful drinks. You'll get new pleasure out of sipping them straight, too. So be sure next time — ask for any one of the fine, smooth rums of Puerto Rico!

The dry, light-bodied...

Rums of Puerto Rico

AMONG THE MANY FINE BRANDS ARE THESE: BOCA CHICA • BRUGAL • CARIOCA
DON Q • MARACA • MARIN • MERITO • PASSPORT • PORTELA • RIONDO • RONRICO

ALL THESE BRANDS ARE 86 PROOF • PUERTO RICO INDUSTRIAL DEVELOPMENT COMPANY • SAN JUAN, P. R.

A GIRL RECOVERS FROM POLIO



ATTACK OF POLIO comes on heroine (Sally Forrest) of *The Young Lovers* as she is rehearsing a dance number with her husband-to-be (Keefe Brasselle).

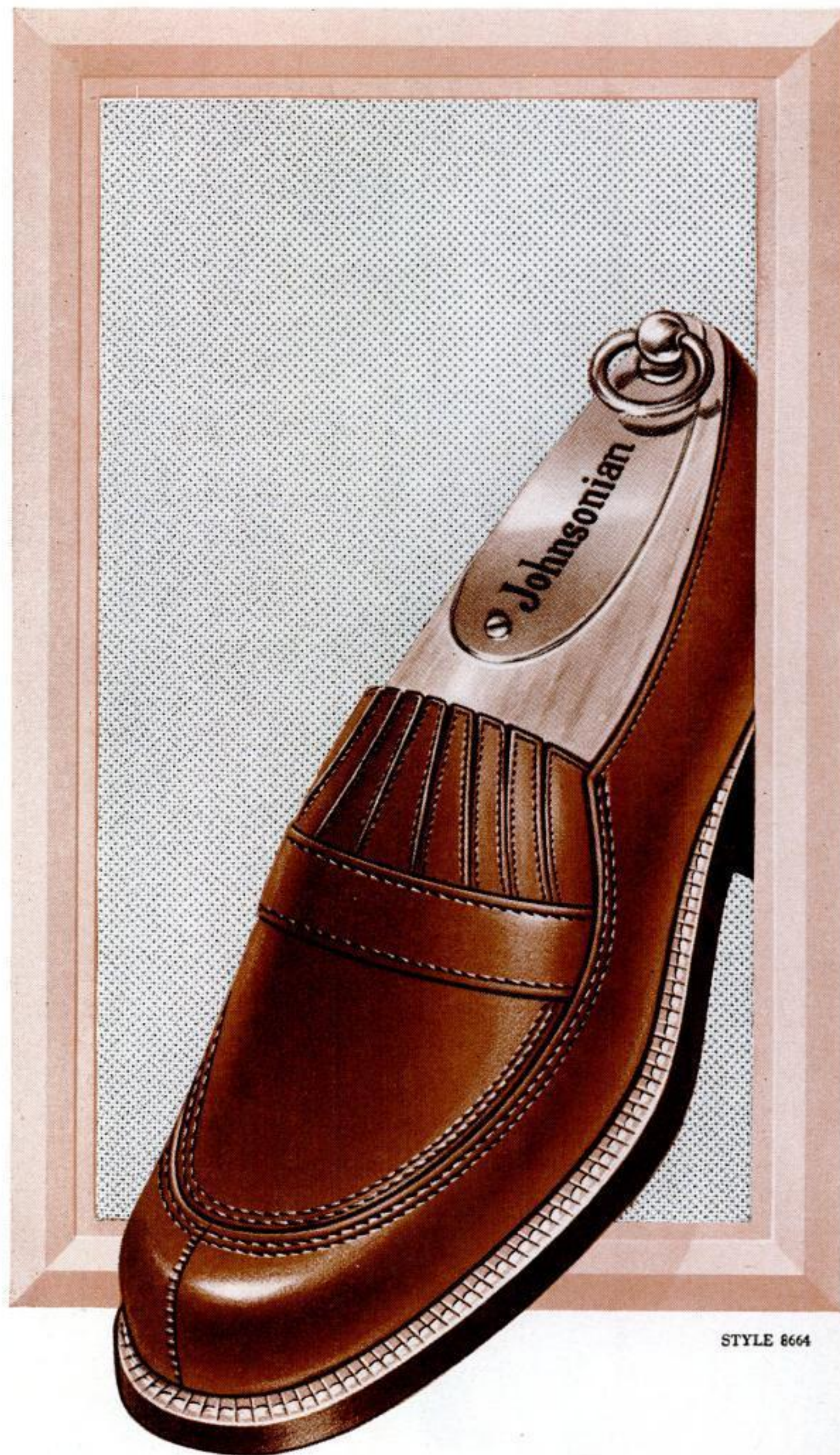


TREATMENT OF POLIO is illustrated by scenes taken on location at the Kabat-Kaiser Institute in Santa Monica, where a large part of movie was shot.



SQUARE DANCE ON WHEELCHAIRS is high point of film. After many discouragements the heroine regains the use of her legs, lives to dance again.

CONTINUED ON NEXT PAGE



STYLE 8664

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for **STYLE** • for **COMFORT** • for **WEAR**

Try on a pair of new Johnsonians and see for yourself... see how their distinctive summer styling looks on *your* feet. Take a step... feel their restful, relaxing fit. You'll walk away in summer-long comfort at a comfortable price! For name of your dealer, write: Endicott Johnson Corp., Endicott (1), N. Y., St. Louis (2), or New York (13).

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A PRODUCT OF ENDICOTT JOHNSON

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shave with **Barbasol**



"But I have
got my eye on
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**No brush
No lather
No rub-in**

If you're aiming for closer, smoother, more comfortable shaves that last all day—try Barbasol! Barbasol's special ingredients wilt whiskers fast so your razor really *whizzes* through them—quick and clean as an arrow. No but's about it, Barbasol shaves *look* good and they *feel* good. And Barbasol is good for your skin—never dries it out, as soapy lathers do. It's a bull's-eye in shaving comfort *every time*, when you shave with—BARBASOL!

Use it also for soothing relief of sunburn, windburn, insect bites and itching.



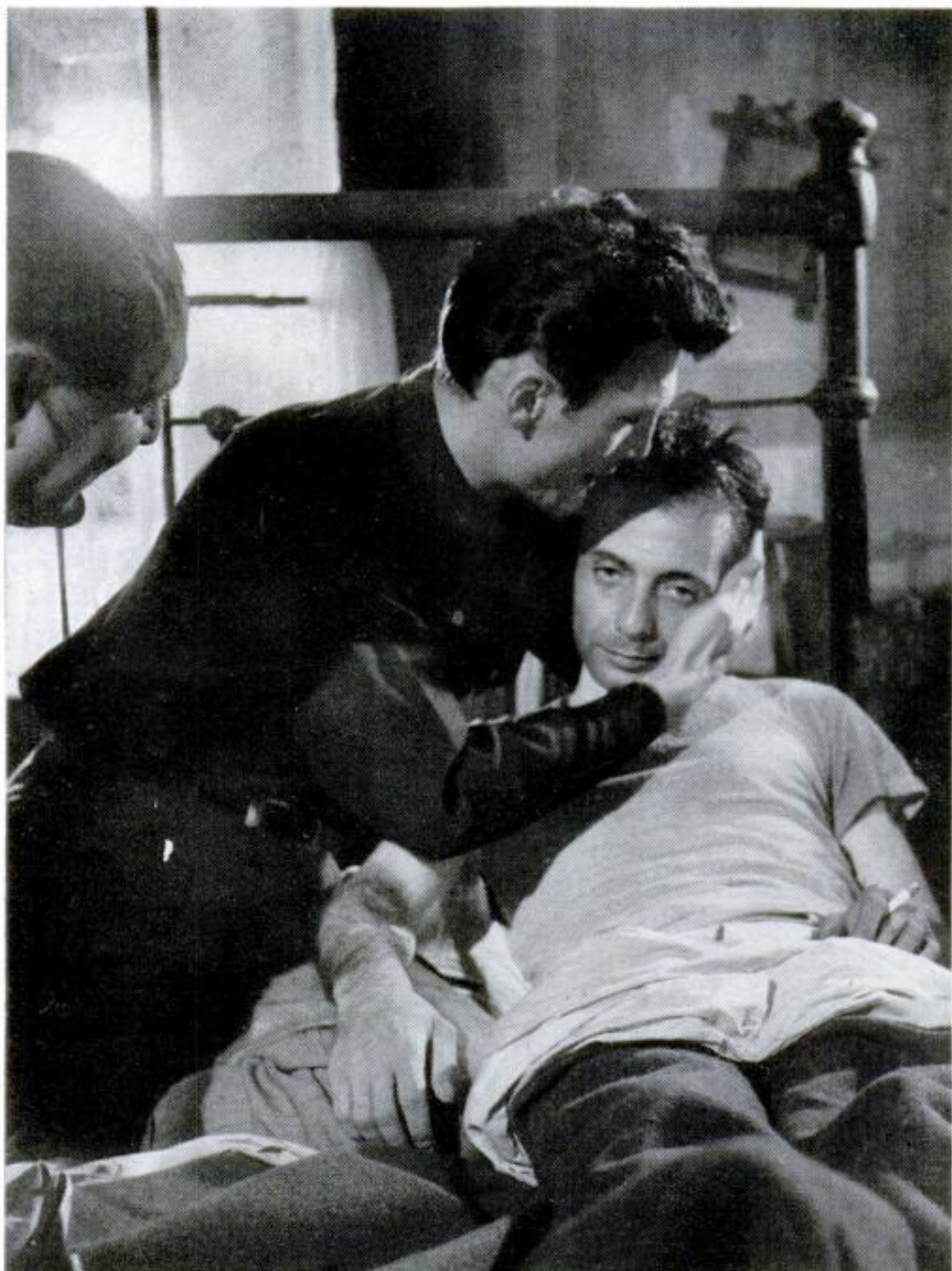
Avoid Athletic Aroma
use **BARZ**
Lotion Deodorant

Disease Movies CONTINUED



SMALLPOX IN NEW YORK

Columbia's *Frightened City* was inspired by the 1947 smallpox scare in New York. It has Evelyn Keyes as a shady lady who is being chased by police as a jewel smuggler and by health authorities as a suspected small-pox carrier. Doctor keeps her from jumping off ledge at climax of film.



PLAGUE IN NEW ORLEANS

20th Century-Fox's *Panic in the Streets* deals with an outbreak of pneumonic plague in New Orleans. Search of the city for bearers of disease is complicated by the fact that one of them (*right*) was a witness of a friend's murder, had to hide out from the killers to avoid a similar fate.



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Choose the specially designed Gruen Bride and Groom watches for your gift.



BIRTHDAYS

No gift more luxurious yet more sensible than Gruen—the Precision watch.



Autowind Ace, self-winding, \$59.50



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TO MAKE LIFE'S *Great Moments* PERFECT



Veri-Thin Lyons, \$37.50



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Proud moment for your boy or girl! Whether it be a graduation, an engagement, a wedding or anniversary, make the thrill a lasting one with the gift of a Gruen Watch . . . America's most treasured time-piece. A beautiful, faithful, accurate watch which bespeaks your affection or esteem more eloquently than any words. Choose from the brilliant selection of 1950 styles, priced from \$29.75 to \$5000 including federal taxes. Send for free Gruen style booklet "K." The Gruen Watch Company, Time Hill, Cincinnati 6, Ohio, U.S.A. In Canada: Toronto, Ontario.

GRUEN

THE *Precision* WATCH





BILLBOARD POSTERS brought Lautrec his first fame. This is one of five he did of Jane Avril, a dancer whom he watched nightly at Jardin de Paris nightclub.

Toulouse-Lautrec

A talented, misshapen rake painted the dives of Paris

In the summer of 1891 the Moulin Rouge, a Montmartre dance hall, splashed across the billboards of Paris a provocative new poster of a dancer doing a high kick. Parisians were delighted by it. They were quite accustomed to naughty posters, but they had never seen one which so effectively combined spicy suggestiveness with artistic skill. While customers poured into the Moulin Rouge to see if the performance lived up to the promises of the advertisement, art critics filled their newspaper columns with glowing comments about the poster's graceful and sophisticated style. This was the first of many posters designed by Henri de Toulouse-Lautrec, which, like the ones on these two pages, are treasured today by museums and collectors as first-rate works of art. They are as highly valued as the paintings and drawings Toulouse-Lautrec produced during the brief, feverish years of a lifetime which made him one of the most unforgettable figures in the history of art.

Before his rise to fame as an artist, Lautrec was already well

CONTINUED ON NEXT PAGE



THE ARTIST posed for this photograph in the fashionable clothes which, as a French aristocrat, he was accustomed to wear. His wobbly stunted legs required the support of a cane.



IRISH SINGER May Belfort was another Montmartre performer Lautrec immortalized in posters. She held a black cat when she sang.



IN THE COSTUME of a Japanese gentleman Lautrec poses in his studio before going off to a ball. Lautrec collected Japanese objects, was particularly fond of doll he holds under his arm.



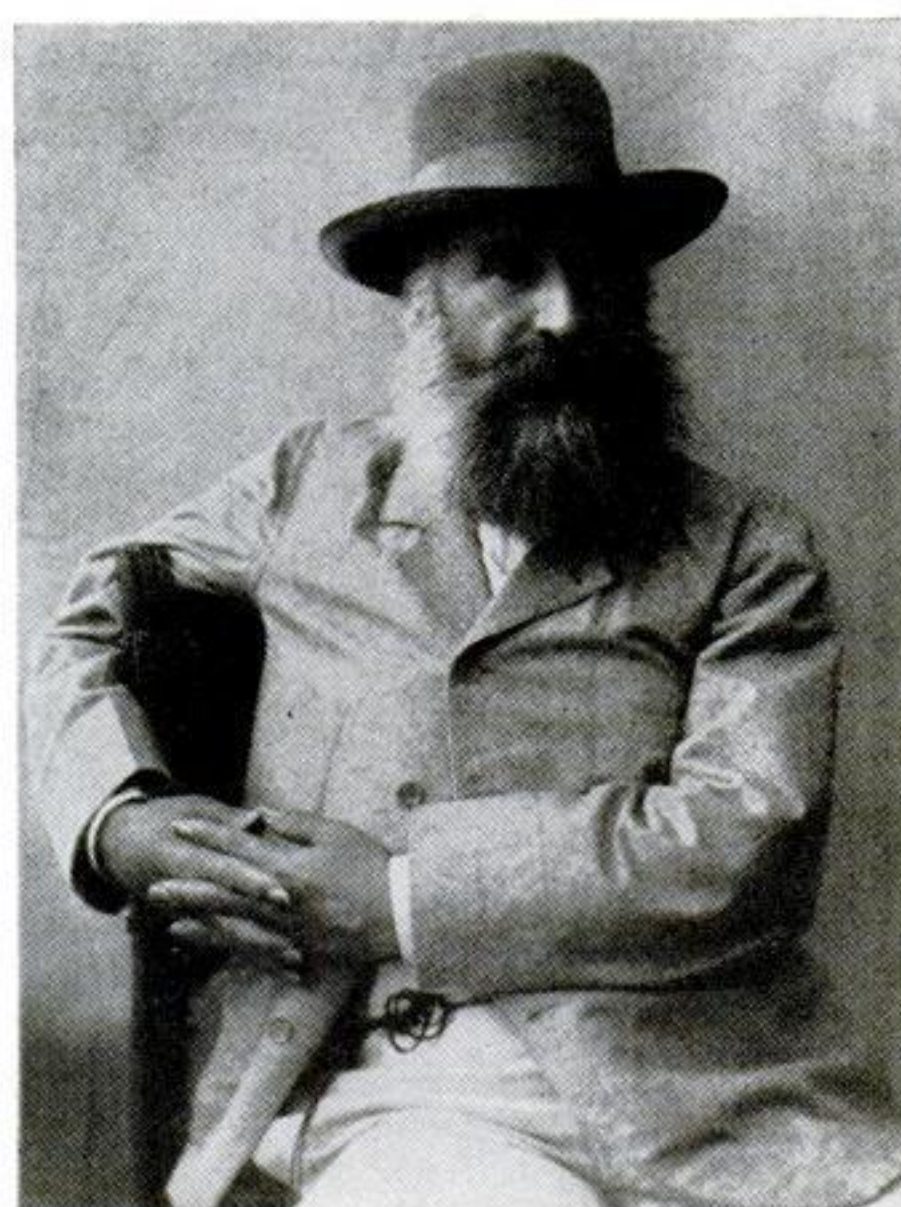
BEFORE HIS DEATH Lautrec suns himself in the garden of his mother's home at Malromé, the pathetic victim of a paralytic stroke

Toulouse-Lautrec CONTINUED

known to the patrons of Montmartre cabarets and the prostitutes in the brothels. No one who saw him could forget him, for he was a hideous dwarf, 4 feet 6 inches tall, with an oversized head and the fully matured body of a man resting ludicrously upon the legs of a child. Nor could anyone who spent much time in his company forget his wry wit, his Rabelaisian talk and his capacity for gulping indiscriminate quantities of drink. With sharp perception and superb draughtsmanship, this grotesque little artist painted Montmartre's gaudy dives, its high-stepping dancers, its patrons crowded at tables and bars, its exhibitionists and the prostitutes. A brutally frank yet elegantly exuberant record of Montmartre night life in its most uninhibited day, Lautrec's works place him with men like Monet, Degas and Van Gogh among the greats of the impressionist and postimpressionist era in France. Already the art worlds of Europe and America are preparing huge retrospective exhibits to mark in 1951 the 50th anniversary of Lautrec's death.

A wealthy aristocrat, descended from one of the first ruling families of France, Toulouse-Lautrec was born in 1864 in the southern town of Albi. Normal at birth, he grew to be a sickly child with brittle bones. When he was 13, he slipped on the living room floor and broke his left leg. Stumbling into a creek bed a year later, he broke his right one. For months he lay in bed in plaster casts, drawing precocious sketches of

farm animals and caricatures of friends. But his legs did not heal properly, and by the time he was 17 he realized that they had stopped growing altogether. His father, a robust sportsman and an eccentric egomaniac as well, lost all interest in his stunted son. But his mother, who



LAUTREC'S FATHER, Count Alphonse, cared so little for his son that he almost missed his funeral.

remained devoted to him, agreed to let him go to Paris and learn to paint.

Lautrec arrived in Paris in 1882, in the middle of a controversy over the impressionist painters—men like Monet, Pissarro and Seurat, whose theories of color and light had outraged the academicians. Off and on for four years Lautrec studied with several conservative teachers but gradually turned to the luminous palette of the impressionists. He also became fascinated by the flowing lines of Japanese prints from which he evolved the quick, stylish technique of his poster art. But the strongest influence on him were the ballet figures and compositions of Edgar Degas. Like Degas, Lautrec believed that in painting "nothing exists but the [human] figure; landscape is nothing . . . but an accessory."

In the night life of Montmartre, Lautrec could observe the human figure in its most striking contrasts: animated and still; boisterous and hushed; exuberant and melancholy. He himself loved the conviviality and the high spirits he found there. At cabarets like Le Divan Japonais and Le Mirliton, he sat with his friends night after night, listening to musical concerts, poetic recitations of poetry and the songs of great entertainers like Jane Avril, May Belfort (pp. 92, 93) and others whom Lautrec immortalized with his posters. Frequently he would wind up an evening with a dramatic display of his drinking prowess. Appropriating the assorted liquor, wine and champagne bottles that were left at the cabaret bar, he would empty them into one glass and down the explosive mixture



which so weakened his already feeble body that he lost his lusty appetite and had to be carried around by an attendant from place to place.

with such aplomb that he often goaded his unfortunate companions into drinking it too.

At the dance halls—the Elysée-Montmartre, the Moulin de la Galette and the Moulin Rouge—the parties were longer and rougher. There were mass renditions of the quadrille, bawdy songs and masquerade balls. One famous masquerade at the Elysée-Montmartre attained such a peak of exhilaration that the guests flung away their clothes, prompting the management—which had anticipated the developments—to distribute fig leaves as a token of respectability. But for unusual effects, few parties equaled those Lautrec held in his own studio at 27 Rue Caulaincourt, where he loved to cook and tend bar. On one occasion he had invited guests to a feast of roasted kangaroo. Since he could not locate a kangaroo in all the butcher shops of Paris, he hit on the next best thing. He served a whole roasted sheep sitting upright on a platter with a cow's tail attached to its rear. To simulate a kangaroo's pouch, he tied a white apron around the sheep's middle and to simulate a baby kangaroo, he placed a dead mouse in one of the apron pockets. He provided carafes of water for his guests. But to be sure that they would drink nothing but wines he filled their carafes with live goldfish.

Denied normal personal relationships by his ugliness, Lautrec never married nor kept a mistress for long. He frequented the brothels. As an artist he was touched by the sordid, monotonous lives of the prostitutes, and for days at a time he actually lived in the brothels sketching

the women. But even in these drab surroundings he found time for his roguish humor. During one prolonged stay a prudish and famous art dealer named Durand-Ruel asked him for a business appointment. Lautrec gave him the address of the brothel. Unaware of the character



LAUTREC'S MOTHER, Adèle, was her husband's first cousin, lived separated from him most of time.



IN TRICK PHOTOGRAPH, which was Lautrec's own idea, the artist sits in his studio doing a self-portrait. When he was painting, Lautrec always sat on a stool, wore a broad-rimmed hat.

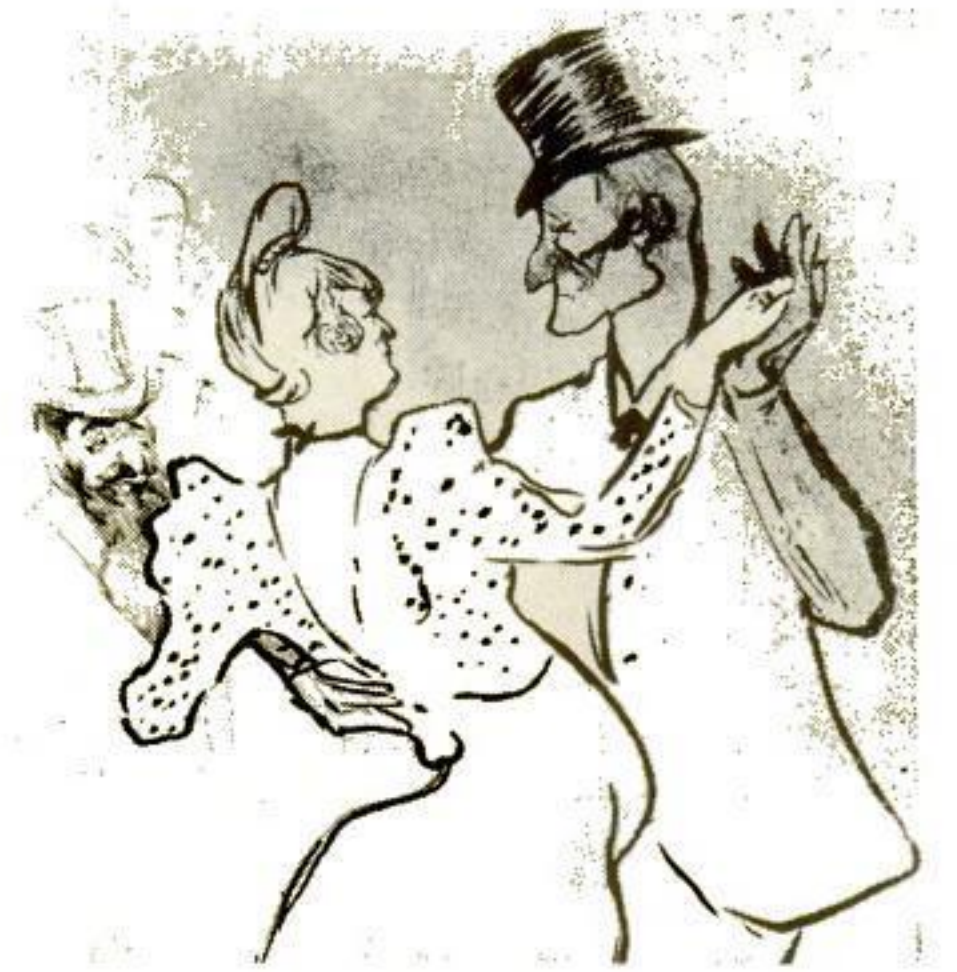
of the meeting place, Durand-Ruel arrived at the agreed hour and almost expired with mortification when Lautrec greeted him in the salon and solemnly proceeded to introduce him to all the "girls."

Though deeply sensitive about his appearance, Lautrec disguised his feelings by deliberately making himself the butt of his own merriment. He dressed up in ludicrous costumes and drew caricatures of himself, unmercifully exaggerating his stunted legs. At times he took a perverse delight in his deformity. When Yvette Guilbert, a popular Montmartre singer, first met Lautrec, she stared down at him speechless with shock. With some relief, however, she saw that his eyes were attractive and luminous. Noticing this, Lautrec mischievously took off his glasses to allow Mlle. Guilbert to have a better look at the only handsome features he owned.

By 1897 the pace began to tell on Lautrec. Despite the long hours of carousing, he kept up a rigorous schedule of work during the day. He grew irritable, got into fights with the police. Eventually a man was assigned to watch him and keep him out of trouble. But Lautrec would lure the guard into a bar, get him drunk and then slip away. He began to suffer horrible delusions. Imagining himself persecuted by an art dealer, he disguised himself as a tramp and went begging at the dealer's door. Obsessed with the idea that his studio was infested with microbes, he flooded it with gasoline. His friends pleaded with him to keep sober. Finally in February 1899, hysterical and violent, Lautrec was



DANCING CLOWN is drawing done in 1896 of a Negro who put on frenzied performances at Irish and American Bar. Sketch at right above shows a couple at Moulin Rouge.



Toulouse-Lautrec CONTINUED

carried off to an asylum at Neuilly near Paris.

Deprived of alcohol, he recovered quickly. To prove to the doctors that he was perfectly sane, he executed 50 superb drawings of clowns, bareback riders and acrobats drawn from his memory of circus performances. When he was set free in June, Lautrec announced proudly to a friend, "I have purchased my liberty with my drawings."

For six months Lautrec traveled through France under the watchful eye of an old family friend, Paul Viaud. But back in Montmartre, Lautrec rediscovered his haunts and his night-life companions. He began to drink moderately, then plunged once more into the excesses of dipsomania with such brooding viciousness that he seemed to be preparing to die, even to want to. He cleared out his studio, destroying the bad paintings, signing the good ones and throwing away the familiar old objects—a wicker armchair in which he posed many of his models, a dusty pile of photographs of Renaissance paintings, a rowing machine in which he used to work out for hours at a time dressed up in a yachtsman's suit. Then he said goodbye to his Montmartre friends and left for Taussat, a seaside resort in the south.

There Lautrec, at 36, was stricken with paralysis. Taken to his mother's home at Malromé, he kept on painting, dragging himself up on a ladder to finish the portrait over the mantelpiece. Soon he grew too feeble to hold his brush and at his mother's request he sent for the curé. When the curé came, the dying Lautrec said, "I am happier to see you now than I shall be in a few days when you come with your little bell." In a few days, on Sept. 9, 1901, the curé came with his little bell.

—GEORGE P. HUNT



THE JOCKEY, 1899, is one of many scenes Lautrec drew of horse racing which, along with other sports, he loved to watch and wished he could do. At right: a self-portrait.





THE BLACK COUNTESS was painted in 1881 at Nice where Lautrec, then 17, saw this rich Negro woman driving along the beaches with her elegant footman.



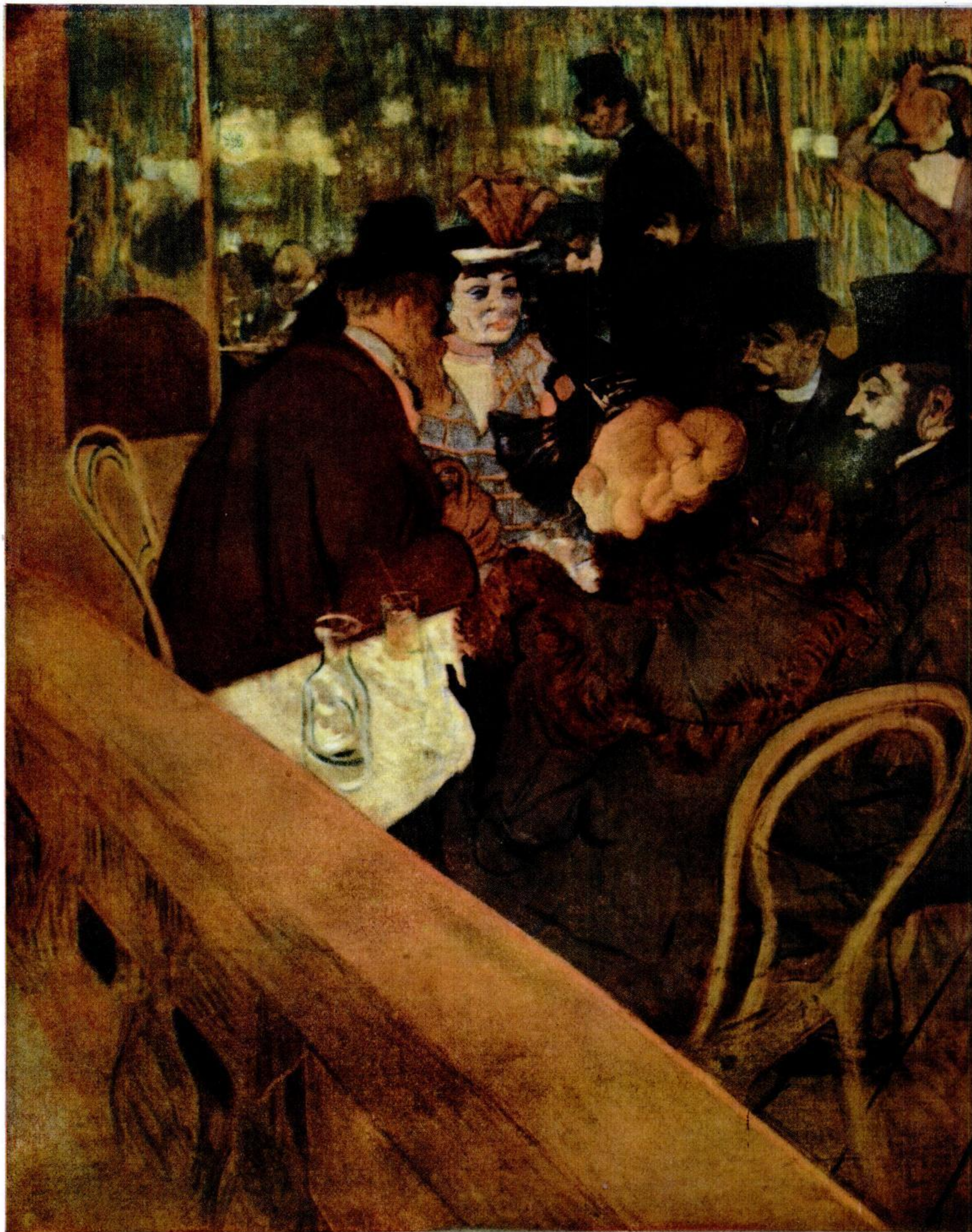
OSCAR WILDE was a friend of Lautrec. Yet during Wilde's famous court trial in 1895, Lautrec caricatured the author's jaded and flabby appearance.



WOMAN WITH BLACK BOA (1892) is a dressed-up Parisian prostitute. Although he produced scores of portraits, Lautrec never painted any on commission.

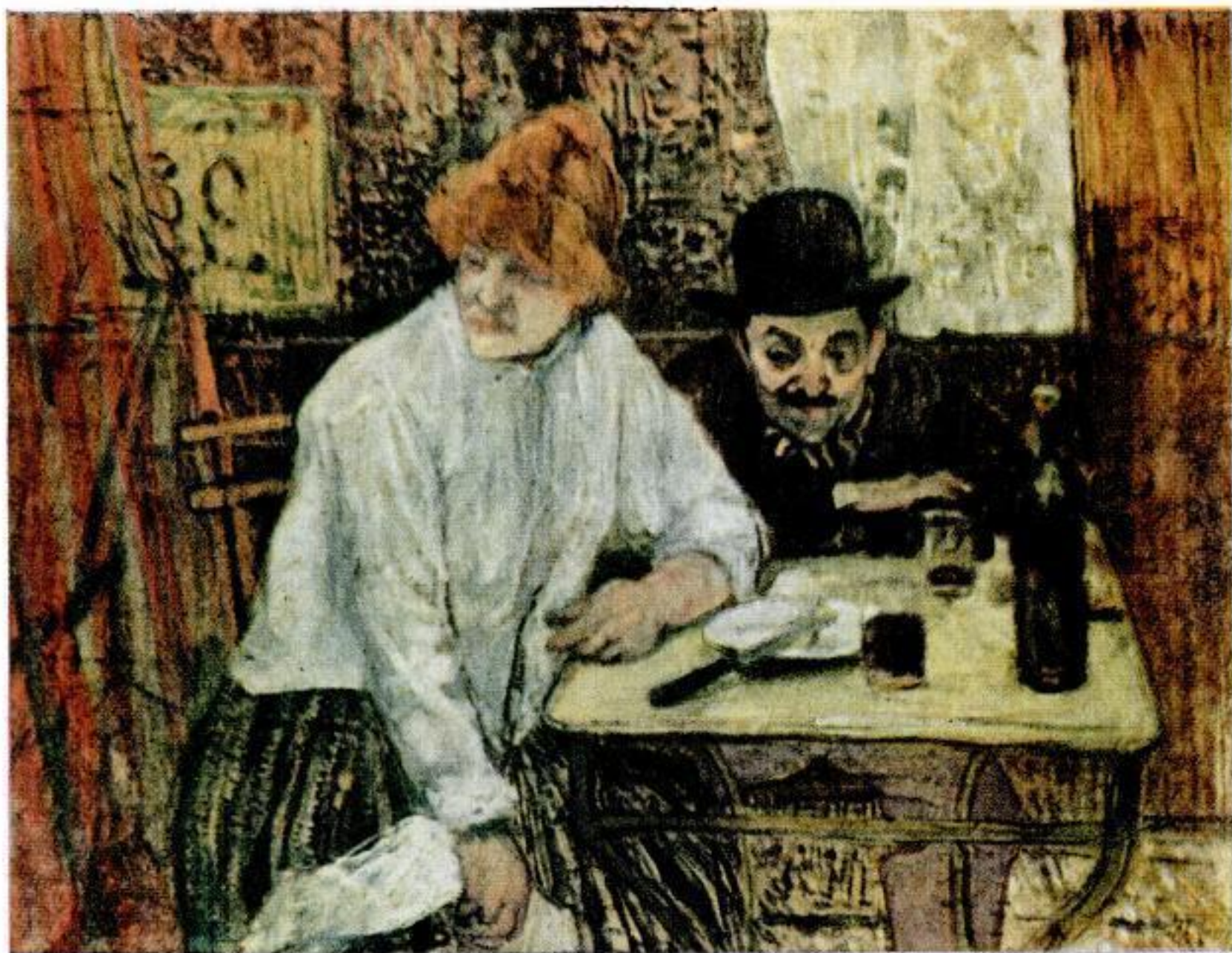
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Toulouse-Lautrec CONTINUED



AT THE MOULIN ROUGE (1892), now owned by the Chicago Art Institute, is Lautrec's most celebrated painting of the raucous Montmartre dance hall he frequented. At the table in top hats sit his night life companions, Paul Sescou (*left*),

a photographer, and Maurice Guibert (*right*). In the background tidying her hair is a Moulin Rouge dancer, La Goulue (The Glutton). Lautrec's tall, stooped cousin, Dr. Tapié de Céleyran, stands at her left, and beside him stands Lautrec himself.



AT LA MIE cafe (*above*) was painted by Lautrec from the photograph at the right. The latter was taken by Paul Sescou and shows Maurice Guibert sitting in an amiable pose with a young professional model. In Lautrec's version of the photograph, however, Maurice and his girl are shown as confirmed dissolutes, slouched drunkenly at the table over a bottle of wine. The distortion of the painting is an indication of the growing inner torment which Lautrec himself was suffering as he sank lower and lower into a degraded way of life.



THE DANCE at Moulin-Rouge (1890) shows the clientele watching Valentin le Désossé, nicknamed "The Boneless," rehearse with a new partner. White-bearded man fourth from right is Lautrec's father. The painting was bought by the Moulin management and hung over the bar.

CONTINUED ON NEXT PAGE



IN THE SALON: RUE DES MOULINS (1894) is a detail from one of the 50 pictures Lautrec painted of Paris brothels. Since he treated the prostitutes with sympathy and respect, they became fond of him and allowed him to sketch them.

Here, in the faded elegance of an old Parisian mansion, the bored and dejected women wait for customers. The madame of the house (*right*) sits primly in a modest high-necked gown attempting to lend a semblance of dignity to her establishment.

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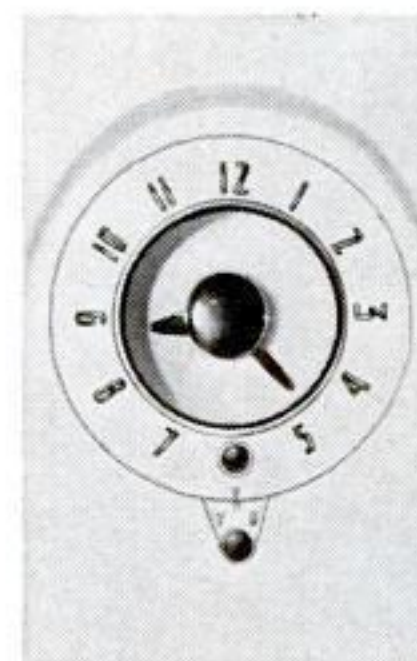
It means that coils are kept always free of heavy ice-coating that makes a refrigerator work overtime ... causes wear on working parts ... wastes electricity.

So you can see—this great, beautiful, new Norge saves you work and mess ... saves you money, too.

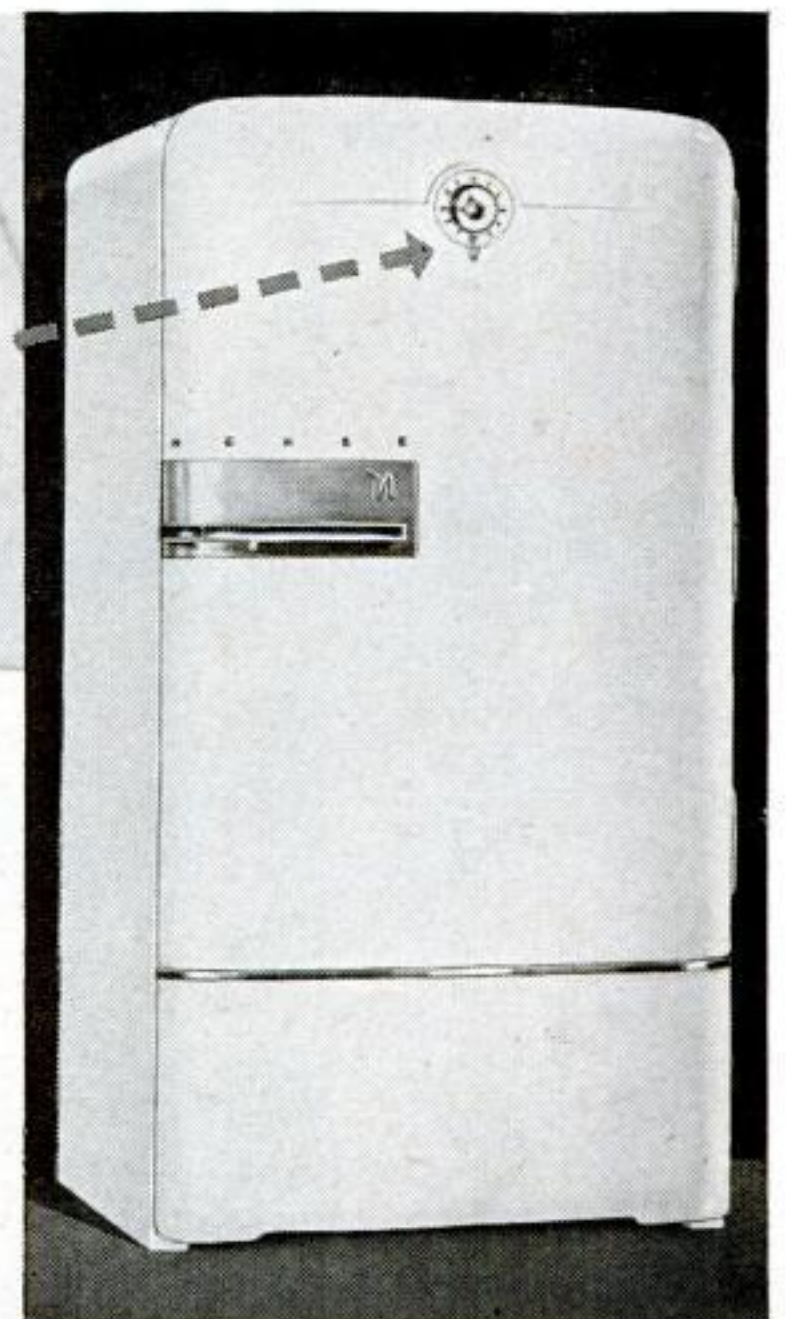


DEFROSTS WHILE YOU SLEEP This electric clock on the new Norge Refrigerator is the brain of its exclusive Self-D-Froster System which—every night—automatically defrosts the Norge.

You leave food in the refrigerator—it is kept always safely chilled. Even frozen foods and ice cubes stay rock-hard during the defrosting.



FROZEN FOOD "MINE"! Norge provides space for up to 39 pounds of frozen storage in the two Sub-Freezer Chests, plus up to 19 square feet of shelf area ... adjustable to take *everything* (even a case of tall bottles). Big Coldpack holds meats at near-freezing ... Full-width Hydrovoir keeps as much as a bushel of fruits and vegetables crisp, dew-fresh. And note big Tiltabin for dry storage (open at bottom). See these features—and the low price tags that go with them—at your helpful, dependable Norge Dealer today.



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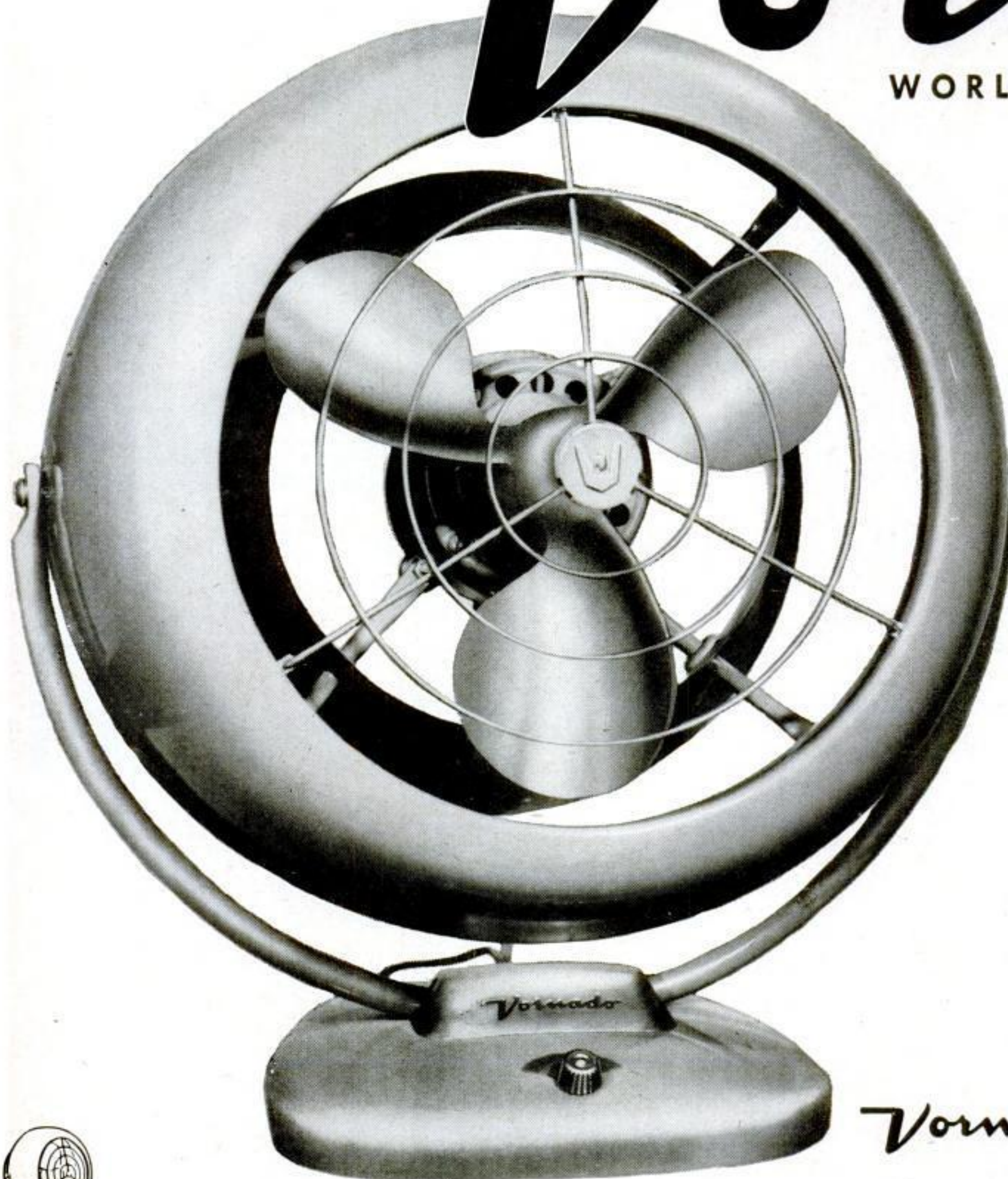
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WORLD'S FINEST AIR CIRCULATORS

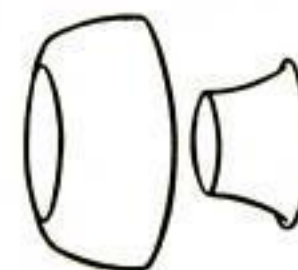


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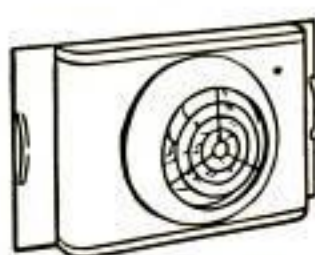
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delivery. Beauty and
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They fit in anywhere.



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Turnabout Window Fans in four sizes.
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New Turnabout Table-top circulator—
three in one: a gen-
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culator, or as a hand-
some table!



CREATORS OF "SOUTH PACIFIC," Joshua Logan (left), Rodgers and Hammerstein, watch rehearsals of

their prize show. *South Pacific* road company has just opened in Cleveland, with \$940,000 advance orders.



BY 1937 RODGERS AND HART WERE ACE SONG TEAM

RODGERS HAS SHARE IN PULITZER PRIZE

His "South Pacific" award comes on his 25th Broadway anniversary

Last week the 1950 Pulitzer prize for the best American play was awarded for the second time in history to a musical show, *South Pacific* (first time: *Of Thee I Sing*, 1932). In a three-way split the prize went to Composer Richard Rodgers and Coauthors Oscar Hammerstein II and Joshua Logan. The book from which the show was adapted, James Michener's *Tales of the South Pacific*, had already won a Pulitzer prize in 1948.

For Richard Rodgers the prize was nicely timed. This month he celebrates his 25th anniversary as a Broadway composer. In 1925, when he was 21, Rodgers and Lorenz Hart, both from Columbia University, wrote the songs for a spry little revue, *Garrick Gaieties*. Since then, in some 30 shows, Rodgers has done more to raise the standard of Broadway music than any other living composer. Always tuneful, his music at its best conveys a halcyon sense of well-being—for example: *Oh, What a Beautiful Morning*—which has made two generations of Americans glad that they have cars.



GARRICK GAITIES, 1925, was Rodgers' and Hart's first hit, had a new type of witty but romantic song, *Manhattan*, sung by Sterling Holloway and June Cochrane.



A CONNECTICUT YANKEE, 1927, firmly established Rodgers as a top Broadway composer with such long-lived songs as *My Heart Stood Still* and *Thou Swell*. Based on Mark Twain's masterpiece, it had William Gaxton as the invincible Yankee who dallied with a royal cutie (June Cochrane) in King Arthur's court.



SHE'S MY BABY, 1927, was one of Richard Rodgers' few flops. Though its songs were good it failed to utilize the talents of Beatrice Lillie and Clifton Webb (above).

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a song of savings
with ...



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INDUSTRIAL RAYON CORPORATION, CLEVELAND, OHIO
PRODUCERS OF CONTINUOUS PROCESS RAYON YARNS AND ®TYRON CORD FOR TIRES

Rodgers' Career CONTINUED



SIMPLE SIMON, 1930, starred Ed Wynn and was lavishly produced by the famous Florenz Ziegfeld. Its most memorable tune: *Ten Cents a Dance*.



ON YOUR TOES, 1936, kidded the ballet, had a haunting song, *There's a Small Hotel*. Its hero was Ray Bolger, who cavorted with Doris Carson.



I'D RATHER BE RIGHT, 1937, had George M. Cohan impersonating Franklin D. Roosevelt. People whistled its *Have You Met Miss Jones?*



I MARRIED AN ANGEL, 1938, had a song of same title, introduced Vera Zorina as a pure angel who was finally humanized by Dennis King.



BOYS FROM SYRACUSE, 1938, had Shakespeare's *Comedy of Errors* plot, Wynn Murray (above) and a superb waltz, *Falling in Love with Love*.



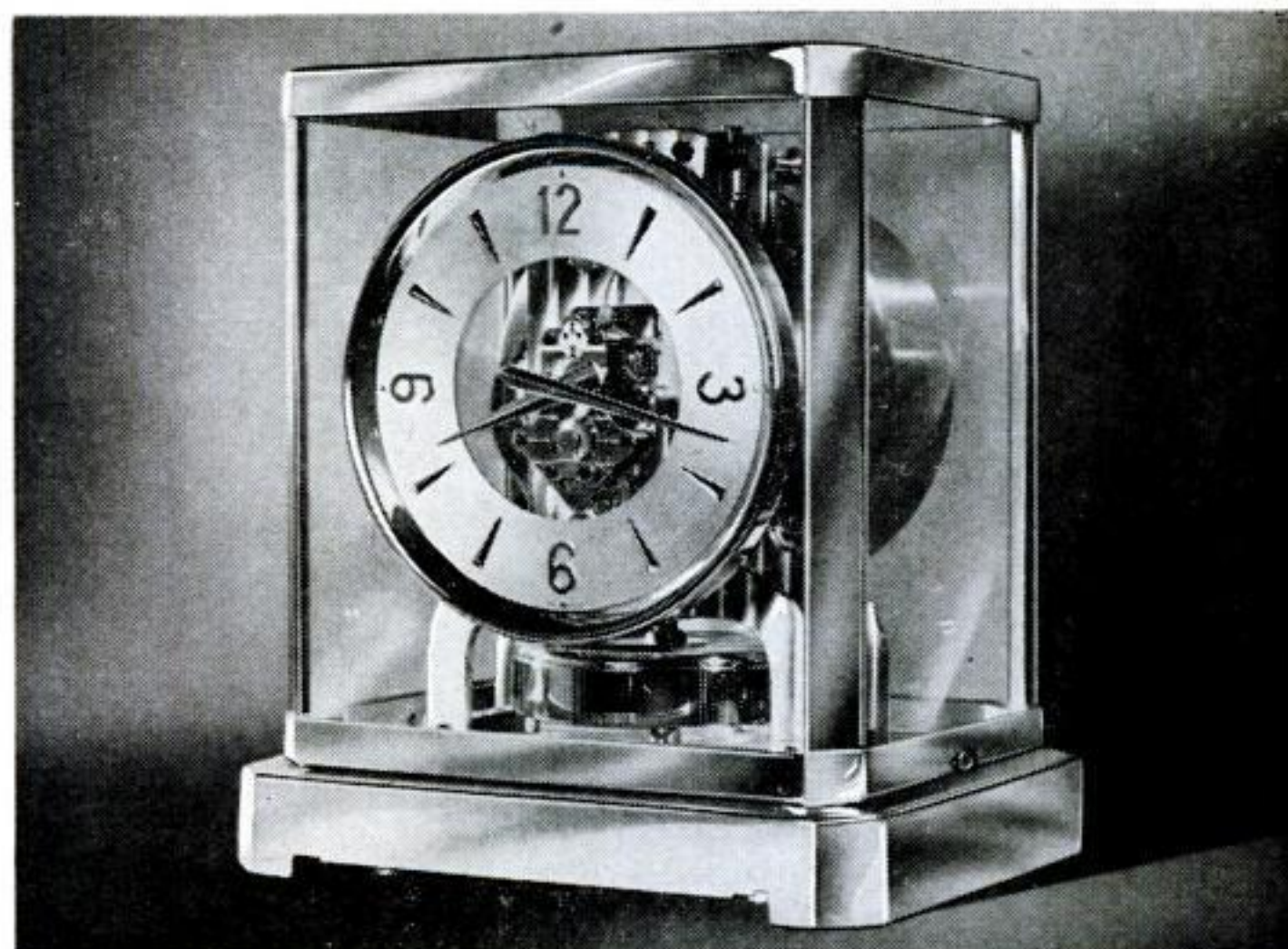
PAL JOEY, 1940, based on O'Hara's novel, had Gene Kelly (right), and Van Johnson in bit part (left). In fine score, *I Could Write a Book* was top tune.

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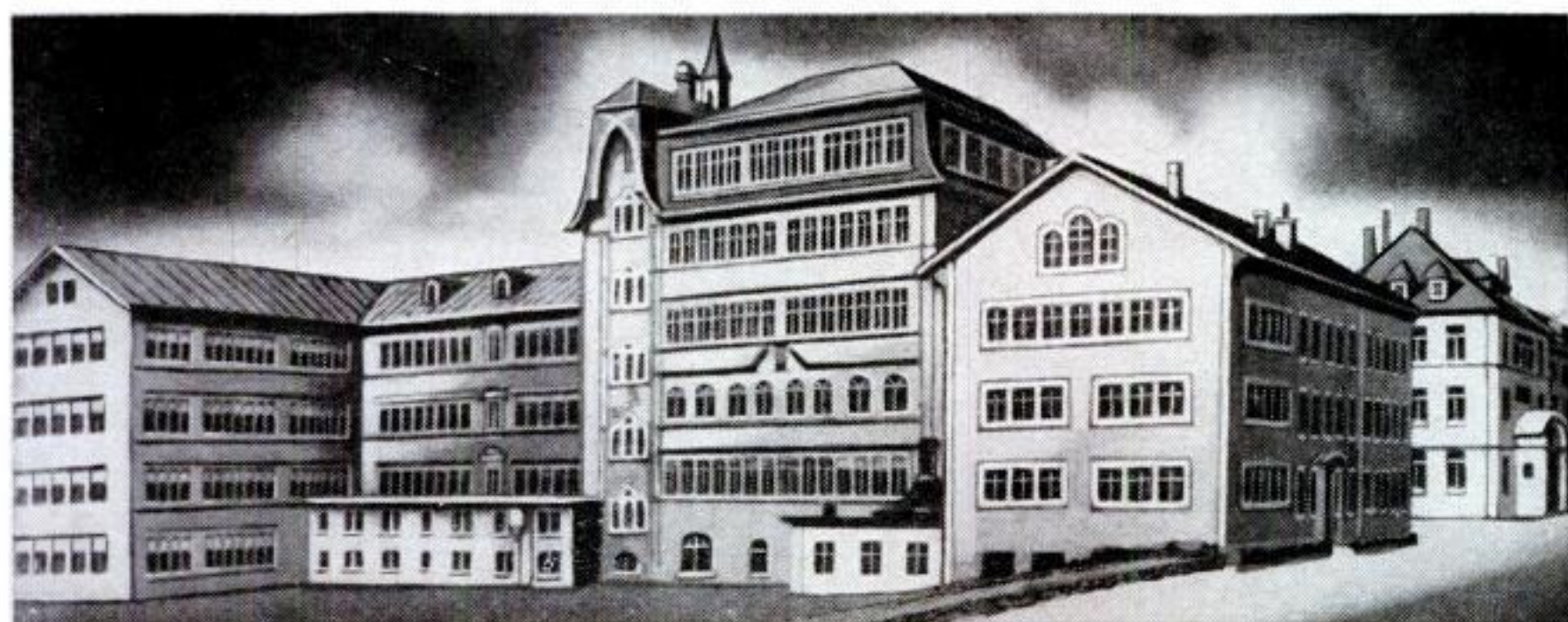
THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

LE COULTRE

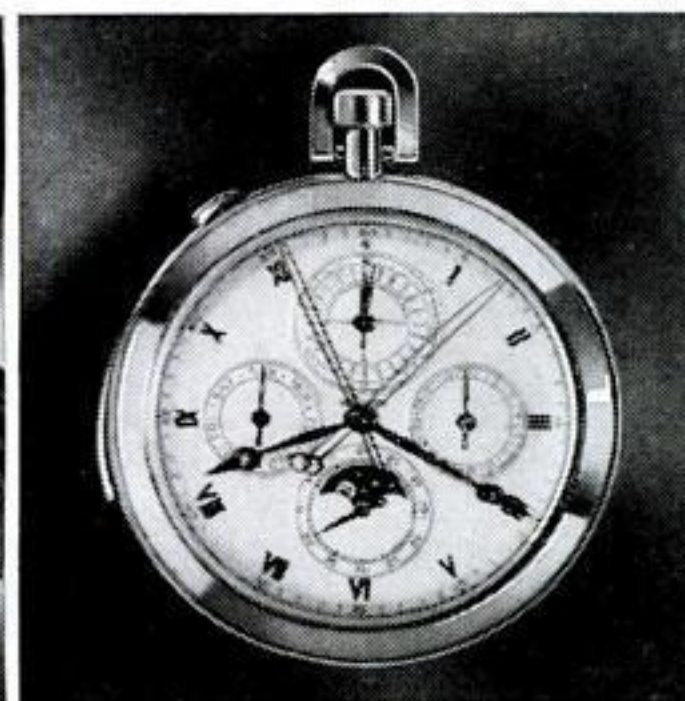
Generation after generation, for over a century, LeCoultre, with infinite patience and skill, has created the most exceptional watches and clocks in all the world. Inventive genius and finest craftsmanship are traditional attributes which stamp every LeCoultre product.



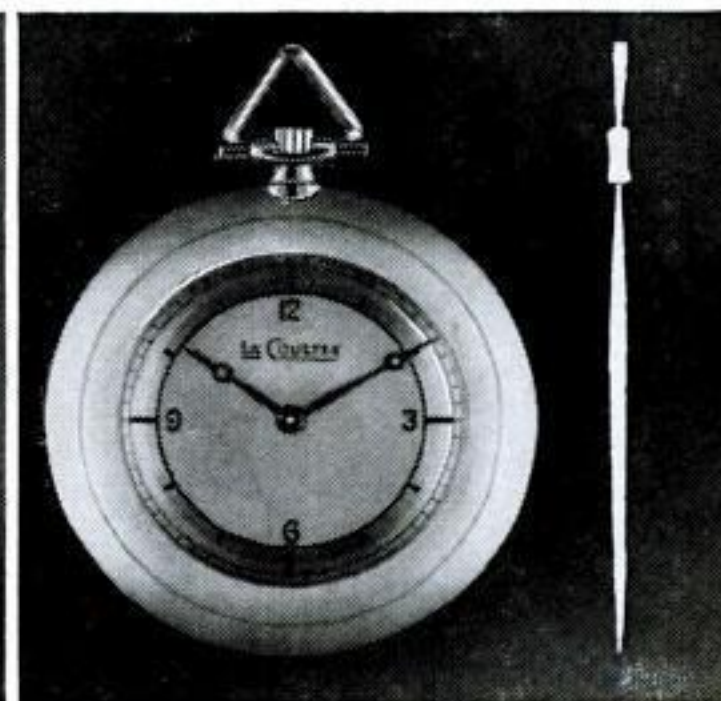
ATMOS, the amazing perpetual motion clock, is made by LE COULTRE. It runs silently and accurately without winding, without electricity — powered alone by the unfailing daily changes in the temperature of the atmosphere. This new Atmos, produced to celebrate the factory's anniversary, is priced at . . . \$165.



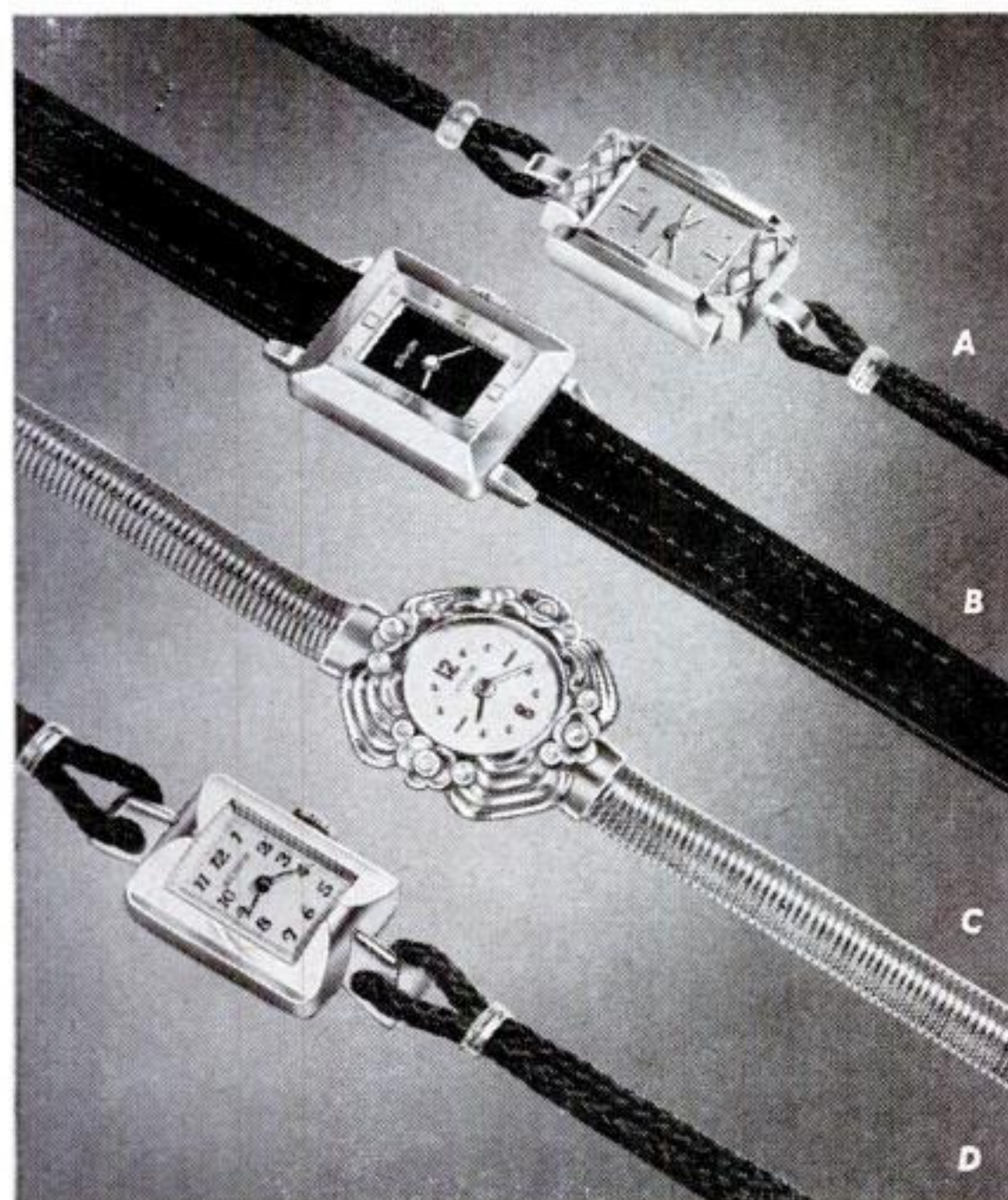
LeCoultre is the only watch and clock factory in the world which has the facilities to produce every single element of a watch from raw materials. LeCoultre precision standards of workmanship are unsurpassed in the entire field of watchmaking. The facilities of the factory include one of the world's largest and finest private horological laboratories; the Atmos and Wrist-Alarm were developed here.



MOST COMPLICATED WATCH IN THE WORLD, made by LeCoultre. Chimes minutes and hours; tells day, date, month, year, and phase of the moon; split-second timer . . . \$4200.



THE THINNEST WATCH IN THE WORLD, the ultimate in a pocket watch, has been made by LeCoultre since 1903. Today's example, wafer-thin (.0531 inches), in platinum, \$1950.



LE COULTRE LADIES' WATCHES are exclusively styled in the mode of the day. A. Irma, 14K gold, \$100 . . . B. Smart Set, 14K gold, \$125 . . . C. Lucienne Bracelet, 14K gold, \$175 . . . D. Duchess gold-filled . . . \$71.50.



LE COULTRE TRAVELETTE, folding alarm clock, cigarette-pack size. Rose-bronze case, \$22.75. Others in leather tones, \$19.95.



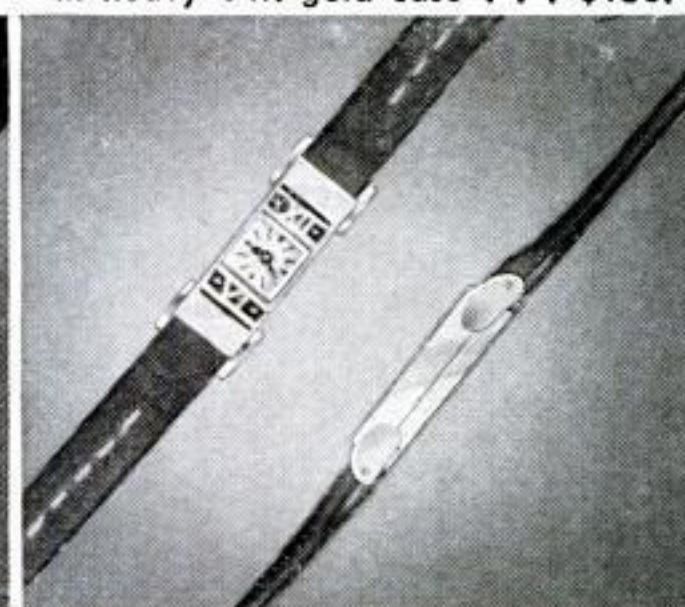
LE COULTRE AUTOMATIC, the only self-winding watch with reserve power indicator. In gold-filled case, \$71.50; in heavy 14K gold case . . . \$150.



CALENDAR-MOONPHASE, a new LeCoultre rectangular shaped watch. Tells time, day, date, month, and phase of the moon. Gold-filled case, \$99.50.



LE COULTRE BEAU BRUMMELL, a distinguished man's watch of exceptional design; gleaming, hand-lapped case of 14K gold, \$150.



THE WORLD'S SMALLEST WATCH, created by LeCoultre. Movement 1/5-inch wide, 1/2-inch long; an excellent timepiece. In platinum case, \$1500.



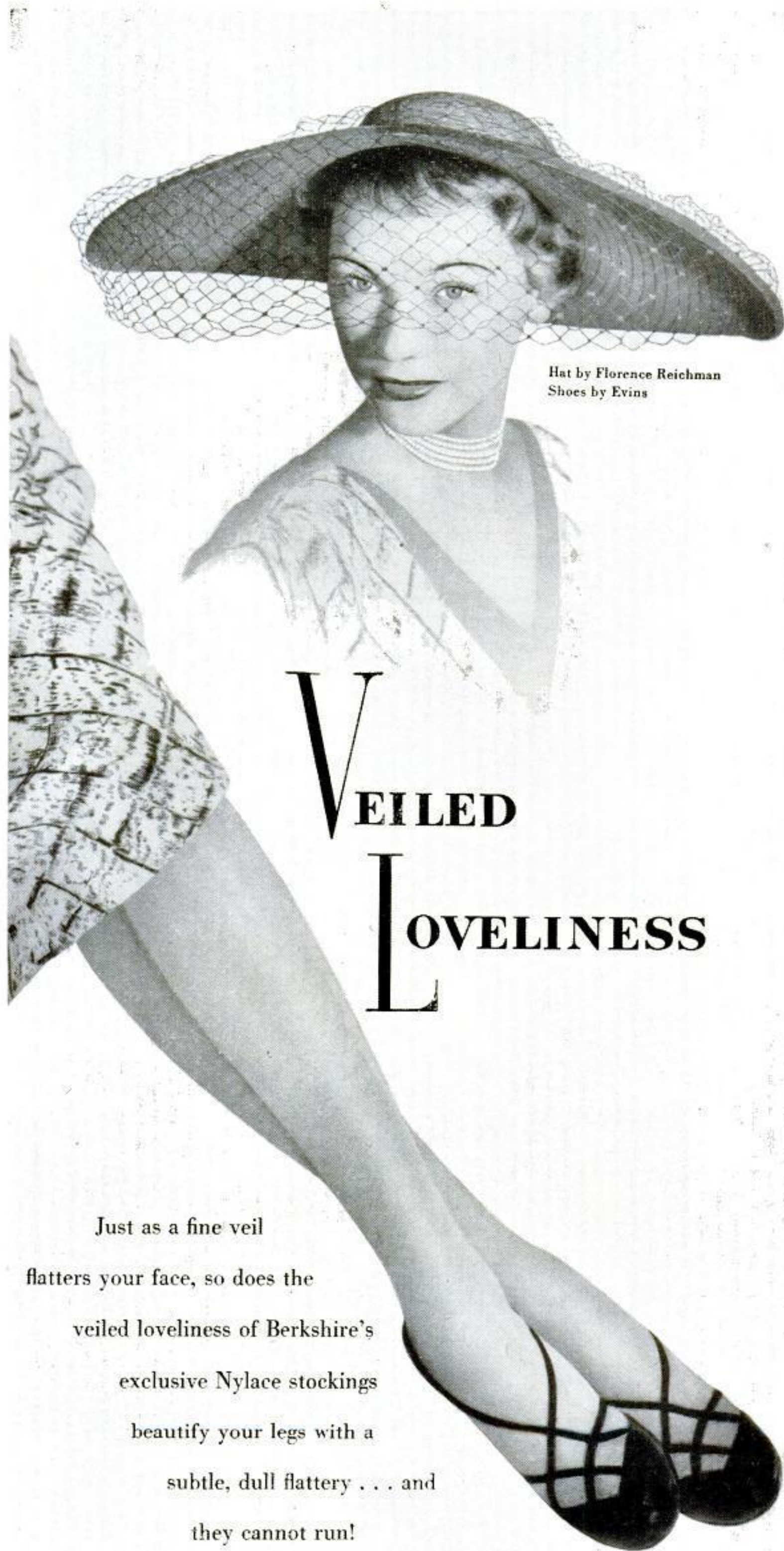
LE COULTRE WRIST-ALARM has accurate, built-in alarm. A handsome watch and a boon to time-cramped executives. Gold-filled case, \$95.00.

Other LeCoultre Watches for Ladies and Gentlemen from \$69.50

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VEILED LOVELINESS

Just as a fine veil
flatters your face, so does the
veiled loveliness of Berkshire's
exclusive Nylace stockings
beautify your legs with a
subtle, dull flattery . . . and
they cannot run!

sheer sheer
Berkshire
Nylace Stockings

Nylace Reg. U. S. Pat. Off. © 1950, Berkshire Knitting Mills

Rodgers' Career CONTINUED



OKLAHOMA!, 1943, was start of Rodgers' amazingly successful collaboration with Writer Oscar Hammerstein II. This much-loved show, still touring the U.S., opened with Alfred Drake singing *Oh, What a Beautiful Morning*.



CAROUSEL, 1945, musically the most advanced of Rodgers' shows, was a poignant operetta about a girl and a merry-go-round operator (Jan Clayton, John Raitt). Its score included *If I Loved You*, *June Is Bustin' Out All Over*.



SOUTH PACIFIC, which last month completed its first triumphant year on Broadway, has broken all attendance records and is still going strong. Its No. 1 song hit, *Some Enchanted Evening*, is sung by Mary Martin and Ezio Pinza.

There's no...

BUCK

Just add the gold-and-white of Budweiser to any situation . . . and watch faces brighten. Everybody appreciates the distinctive, delicious taste found in no other beer. Live life, every golden minute of it . . . Enjoy Budweiser, every golden drop of it.

TELEVISION: Tune in on our
Budweiser Hour featuring
The Ken Murray Show.
Consult your local papers
for time and station.



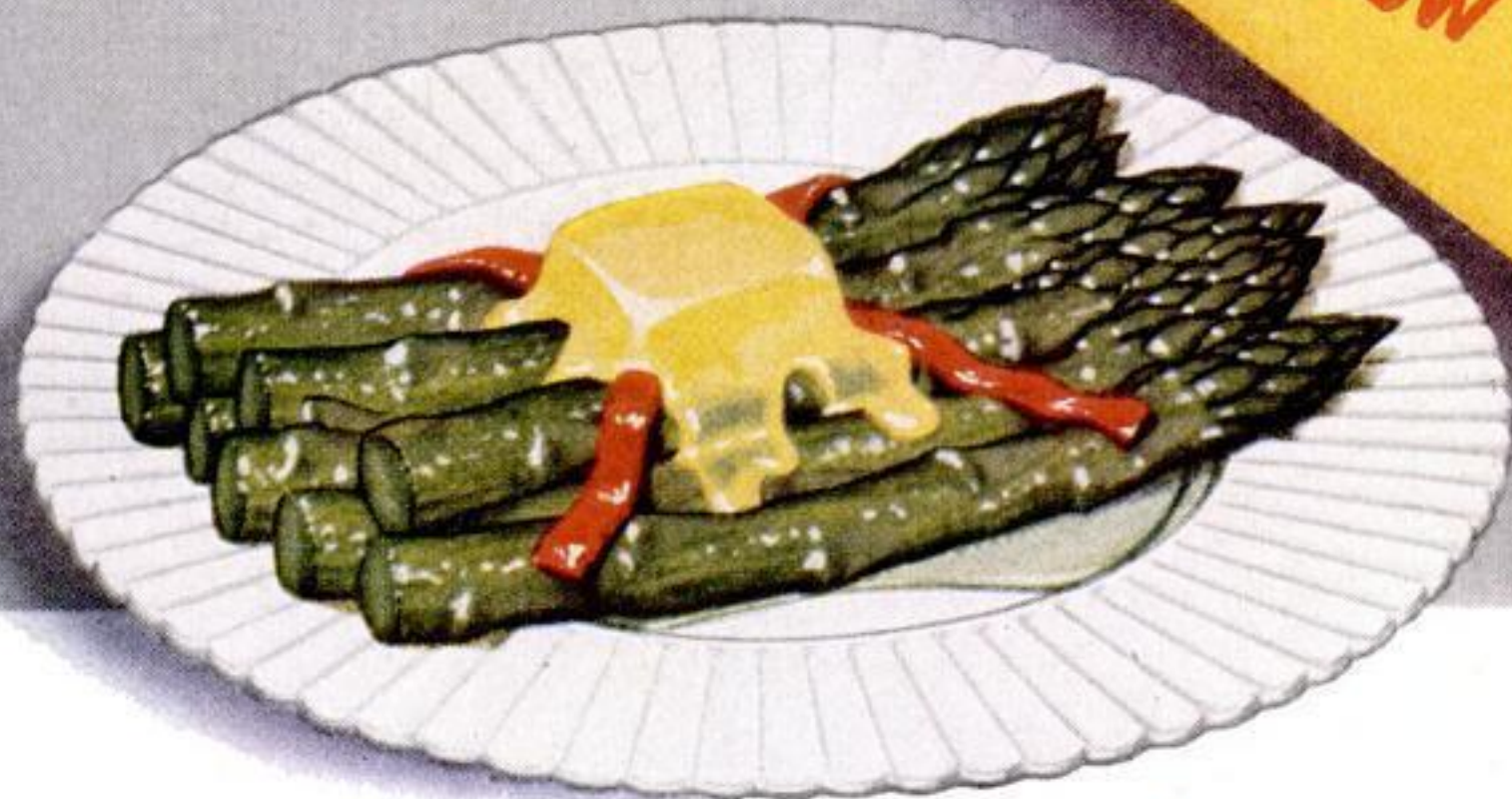


Only **NUCOA**

Whether YELLOW ready-to-serve

Golden richness, ready-to-enjoy!
Yellow Nucoa is delicious on bread,
on hot vegetables, in all cooking.
Remember, mothers, Nucoa is high
in energy value and vitamin A.

Sorry . . . Yellow Nucoa is
not available everywhere. If you
live in a state whose laws forbid
the sale of yellow margarine,
we cannot give you yellow Nucoa,
ready-to-serve.



No Wonder **NUCOA** *is America's*

has such Flavor!

or WHITE in the wonderful Measure-Pak

ONLY NUCOA HAS IT . . . the oh-so-handy Measure-Pak that makes Nucoa *easier to measure and color!* The Measure-Pak is foolproof too . . . no accidents can happen. No messy job of getting it out of the container! Less waste!



Whether you use Nucoa white, in the Measure-Pak . . . or yellow, in quarter-pound, individually-wrapped prints . . . you get the same fresh, rich flavor, day in, day out. Try Nucoa margarine soon. You'll never want any other!







Look! Magic!

The Measure-Pak divides into handy quarters at your finger tips . . . for faster coloring . . . and quicker measuring:

EASY MEASURING GUIDE

1 print  = 1/2  CUP

1/2 print  = 1/4  CUP

1/4 print  = 2  TABLE-SPoons

"NUCOA" REG. U. S. PAT. OFF.

largest-selling Margarine!



WORLD'S BEST SHOT-PUTTER

The brawny arm and the anguished expression above are the properties of a 22-year-old Yale senior named James Fuchs, shown in the act of doing what he does better than anyone else in the world—heaving a 16-pound metal ball through the air. During a triangular college track meet in Los Angeles last



month, Fuchs arced the shot a distance of 58 feet 5½ inches for a new world's record, better by more than 5 inches than the listed mark. If his ailments (p. 112) don't catch up with him, Yaleman Fuchs seems a good bet to be first to attain the shot-putter's ideal of a 60-foot toss.

CONTINUED ON NEXT PAGE



The **SCHICK SUPER** shown here certainly makes a "super" gift . . . \$22.50.
There's also the **SCHICK COLONEL** . . . \$17.50.

PUSH-BUTTON SHAVING

with a Schick Electric Shaver

No matter how hard your man is to please, he's sure to welcome a new Schick Electric Shaver. The Schick Super is the only shaver with a stop-start switch. It makes shaving as quick and easy as snapping on a light. Remember, too, that the Schick has the most efficient real motor of any shaver, and its exclusive V-16 shaving heads will shave the toughest beard fast and clean.

HIS NEW SCHICK ELECTRIC MUST OUTSHAVE BLADE RAZORS . . . or your money back

If after a full ten days' trial your man isn't convinced that his Schick Electric Shaver can outshave his blade razor, just return it to the store and get every penny of your money back. By "outshave" we mean a *faster, more comfortable* shave that's just as *close* as he wants.

MORE MEN USE A
SCHICK *ELECTRIC* SHAVER
THAN ANY OTHER MAKE

SCHICK SERVICE BRANCHES NOW LOCATED IN 44 CITIES



**Only
Roma
can have this
more delicious
taste** (*No other wine
can even claim it*)

That's because Roma has more fine wine in its cellars than any other vintner in the world... and Roma bottles just the mellow best of this great reserve.

So...ask for
ROMA WINE
every time

*So many people prefer Roma
it's AMERICA'S LARGEST
SELLING WINE*

© 1950
Roma Wine Co.,
Fresno, Calif.

Shot-Put Champion CONTINUED



RECLINING ON RUBBER TABLE, JIM FUCHS AWAITS SHOT-PUT EVENT

ILLS BESET "MAGNIFICENT WRECK"



FUCHS MAKES HIS RECORD THROW

For a man who throws the heavy shot as easily as most men throw a small grapefruit, 6-foot 1¾-inch, 215-pound Jim Fuchs is remarkably susceptible to bodily ailments of all kinds. In four seasons of track and football he has been beset with head colds, a dislocated shoulder, torn stomach muscles, a trick knee and foot blisters. Potentially an All-America fullback, he saw so little action that last year his coach, Yale's rotund Herman Hickman, remarked sadly, "The only thing he lacks is experience." Though Fuchs runs the 100 yards in less than 10 seconds, he hurt his leg in the dashes, and his coaches now restrict him to the discus (in which he usually places second to Yale Captain Vic Frank) and the shot.

Fuchs's coaches blame his long list of ills not on hypochondria but on hard luck. The shot-put champion rarely worries about himself, is relaxed in competition. A sports-writer has called him "the magnificent wreck" but, like the fragile New York Yankees, he has made the roll of tape and the diathermy lamp the badges of the winner.

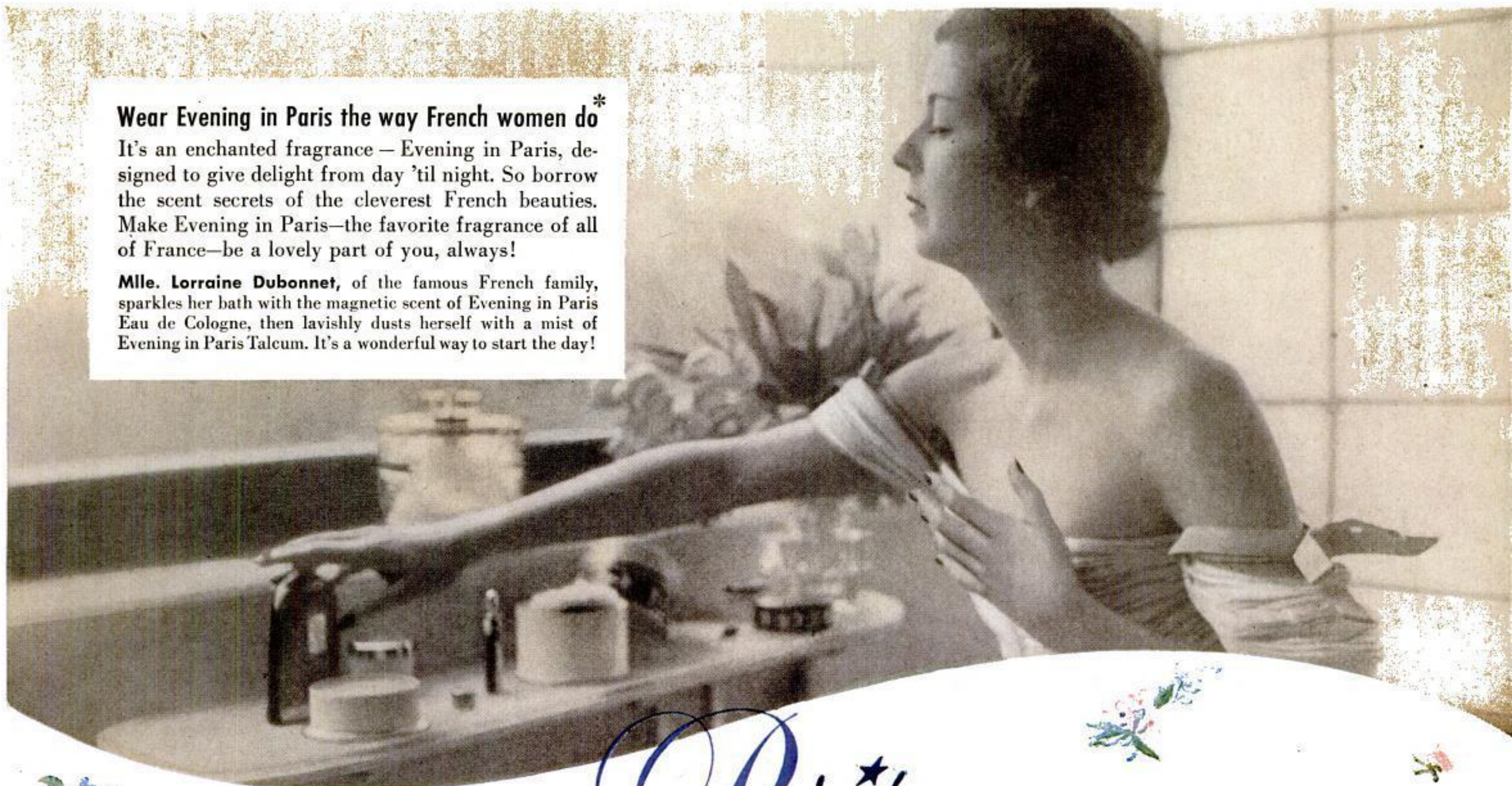


DURING SANDBAG SIESTA on the field, Fuchs drapes towel across his face, goads himself to peak effort with mutterings of harsh self-accusation.

Wear Evening in Paris the way French women do*

It's an enchanted fragrance — Evening in Paris, designed to give delight from day 'til night. So borrow the scent secrets of the cleverest French beauties. Make Evening in Paris—the favorite fragrance of all of France—be a lovely part of you, always!

Mlle. Lorraine Dubonnet, of the famous French family, sparkles her bath with the magnetic scent of Evening in Paris Eau de Cologne, then lavishly dusts herself with a mist of Evening in Paris Talcum. It's a wonderful way to start the day!



BOURJOIS

Evening in Paris Eau de Cologne *plus* Talcum

Special \$1.65 Value

For a Limited Time Only

\$1.00
plus tax

Don't miss this exciting value! To soothe you and cool you all summer long, today get Evening in Paris Summer Symphony: the regular \$1.00 size Eau de Cologne and regular 65¢ size Talcum—both for the price of the Cologne alone! At better drug and department stores everywhere.

* Your Evening in Paris is compounded here in the U. S. A. from the same French formula that makes Evening in Paris the largest-selling fragrance in France.



Princesse Nicole Murat says: "Evening in Paris Talcum has the scent of my favorite perfume," and its aroma always surrounds her. So cooling, so delightful, you'll love it after your bath—ever so many French women do!



Marquise de Levis-Mirepoix, wife of the Inspector General of the French Air Forces, starts her day with refreshing Evening in Paris Eau de Cologne. At night, she touches her pillow with its romantic aura.



Madame Henri Dewavrin, beautiful Parisian socialite, says: "I would not consider my toilette complete if I did not include Evening in Paris Talcum in my daily beauty routine—it's so soft, smooth, beautifully fragrant."



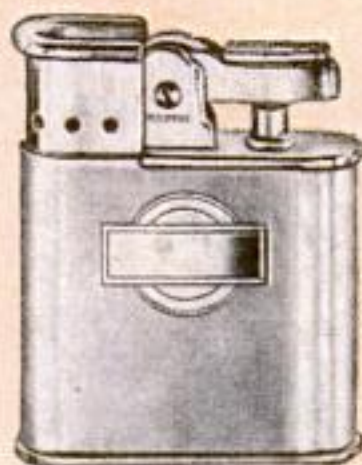
Diploma Bound...



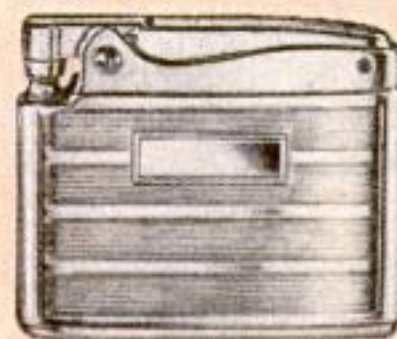
Altar Bound...



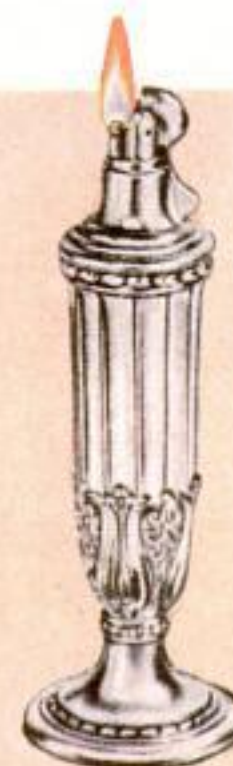
RONSON QUEEN ANNE SET
Tray set in heavy silver plate,
\$27.50 plus tax



RONSON WHIRLWIND
Pocket lighter, disappearing
windshield. \$7.50



RONSON ADONIS
Slim as a fine watch—
engine-turned, \$10



RONSON JUNO
In heavy silver plate;
\$12.50, plus tax



RONSON PENCILITER
Lights! Writes!
1/20 14K gold filled,
\$15, plus tax.

All Ronsons illustrated in reduced size.

SEE THESE AND OTHER RONSONS AT YOUR DEALER'S, FROM \$6 TO \$200.

*Everybody
loves a*

RONSON
WORLD'S GREATEST LIGHTER

How MANY GIFTS are equally appropriate for the starry-eyed graduate . . . the blushing bride . . . or her stammering groom? And, as a matter of fact, for all the wedding attendants, in memory of the great event?

Takes something pretty wonderful! Takes a Ronson! In that large and varied selection you'll find the lighter that's just exactly *right*.

But always look for the trademark **RONSON**. It tells *you*, and everybody else that you're giving the *best*. Every Ronson is precision-built to fine jewelry standards. Every Ronson faithfully promises to honor and obey, for years of dependable lights.

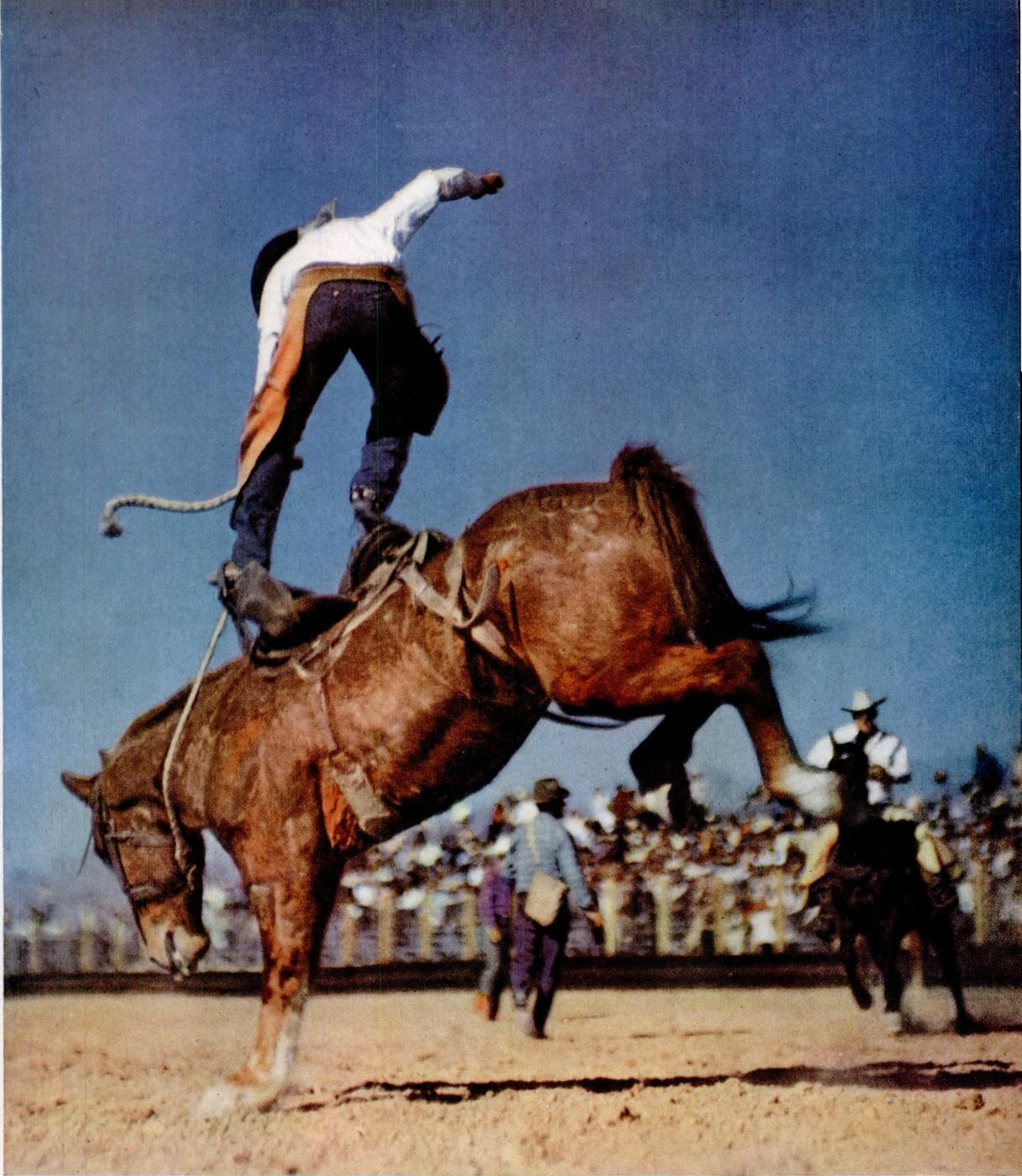
*Remember! All lighters work best
with Ronsonol Fuel and Ronson Redskin 'Flints'.*

Enjoy Ronson's "20 Questions"! RADIO—Sat. nights (Sun. nights, Pacific Coast), MBS.
TELEVISION—Friday nights in many cities.

RONSON Newark, N. J. • Toronto, Ontario, Canada • London, Eng.

Press—it's lit!
Release—it's out!
Safely out the instant
you lift your finger





HOLDING ON TO THE HIGH-BUCKING HORSE BY BRIDLE ROPE, BILL LAWRENCE LOOKS LIKE A TIGHTROPE WALKER AS HE STANDS ON HIS SADDLE ON HIS TIPTOES

RODEO ACROBAT

Photographer gets rare color shot
of a cowboy doing fancy footwork

Cowboy Bill Lawrence paid \$50 to enter the bronc-riding contest at this year's Fiesta De Los Vaqueros in Tucson, Ariz., which is one of the country's top rodeos. For his entry fee Lawrence stood to win \$570 in prize money. He mounted a high-strung sorrel named Phillips 66—after the gasoline—and in two or three seconds was high in the air, then flat on the turf. He failed to get himself the \$570 but he did enable Photographer Howard Kinney to get this extraordinary picture.

Good rodeo action shots in color are rare. Kinney's is one of the best ever taken.

This was not much consolation to Lawrence—"a top-notch fellow," said one of the rodeo officials, "he just got bucked off and that can happen to anybody." Lawrence enters about 30 rodeos a year. Last October, while competing in a rodeo in Omaha, he took time off to marry Zana Zumwald of Wolf Creek, Mont., whose father is the former international steer-wrestling champion.

Nourishing Bacon



fill up the skillet!

Here's the "break" at breakfast, the snap in sandwich or salad, a flavor lift for other foods, a mighty good main dish, too! And look what bacon brings to the meal—food energy in every streak of white—*complete*, high-quality protein in every streak of lean.

Protein—the kind supplied by *all* meat—is the great builder of muscles and bodies—essential for maintaining healthy tissues and nerves.

So bring home the bacon.

You're right in liking meat!

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U.S.

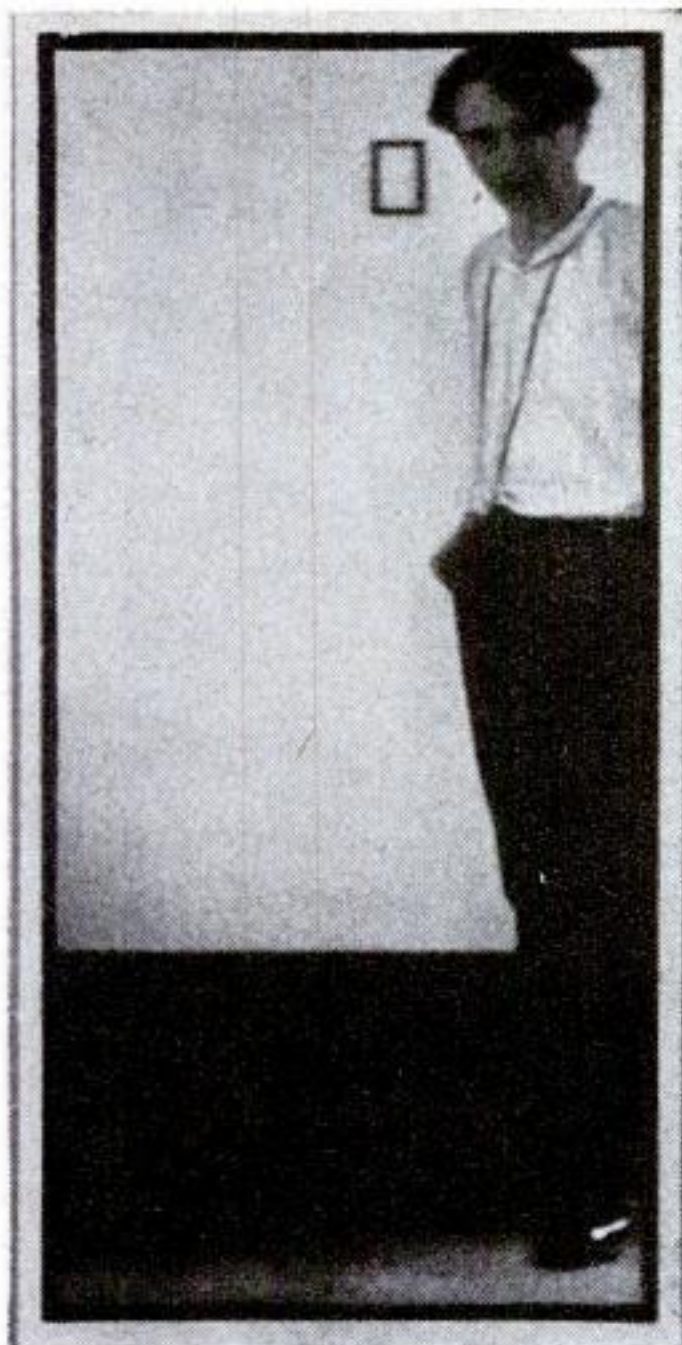


This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

When do you need more protein?



A breakfast that supplies plenty of good protein helps ward off mid-morning fatigue. Good protein food again at lunch-time also helps to keep you feeling and doing your best right on through the afternoon.



HE TOOK SELF-PORTRAIT AT 19

WITH poetic enthusiasm, Carl Sandburg once described Edward Steichen as "Painter of nocturnes and faces, camera engraver of glints and moments, listener to blue evening winds and new yellow roses."

Steichen has in his lifetime been many things. His paintings hang in the Metropolitan and Luxembourg Museums. His research into plant genetics has produced new types of delphiniums. But mostly he has spent his life in the pursuit of "that charlatan, Light," as he calls the art of photography. Today, at 71, he is dean of American photographers and director of photography at New York's Museum of Modern Art. This week, awarded the Fine Arts Medal of the American Institute of Architects, he held the first exhibit of his own photographs since 1938.

As a young man Steichen went to Paris to paint. There he found that he could express himself better with the camera. He burned his paintings, set out to learn the subtleties of lighting by taking 1,000 different pictures of a cup and saucer.

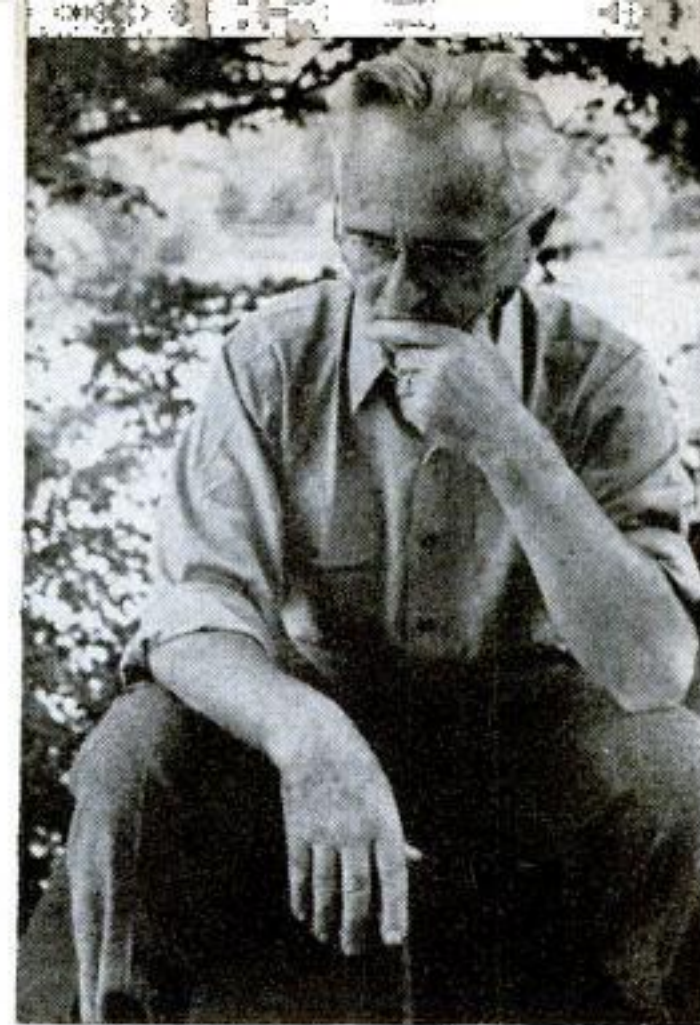
Steichen's early photographs, romantic and soft, were often mistaken for paintings. After World War I, when he took aerial photographs which had to be clear and factual, his pictures became more sharply delineated. But these later photographs, with their bold, dramatic lighting and posing, still retain the artful quality of paintings.

WHISTLER'S INFLUENCE is seen in moody picture of New York's Flatiron Building made in 1909. Steichen waited for misting rain to make photo.

A Portfolio of Photographs by

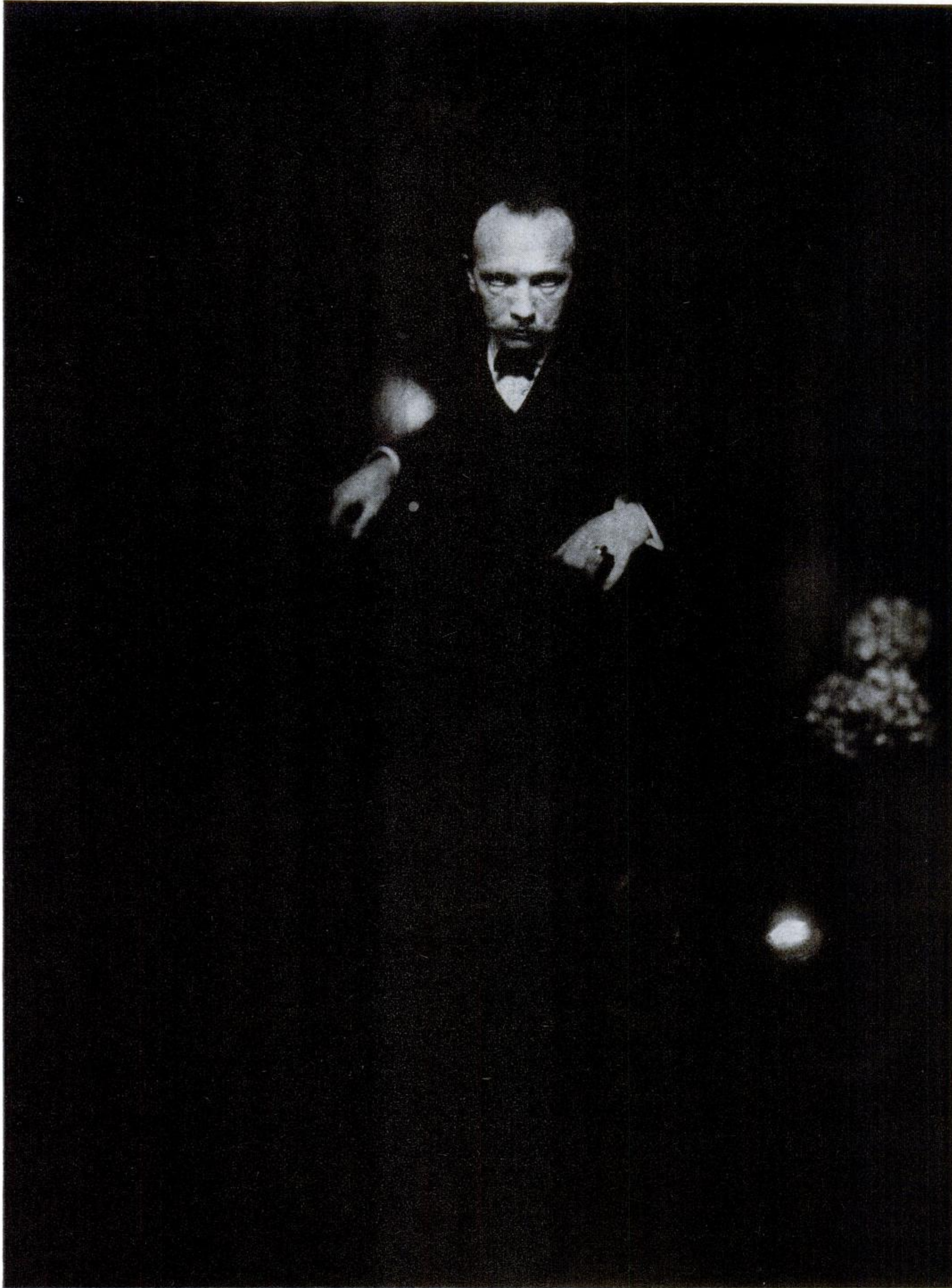
Edward Steichen

PURSUER OF THAT CHARLATAN, LIGHT, SHOWS 50 YEARS' WORK

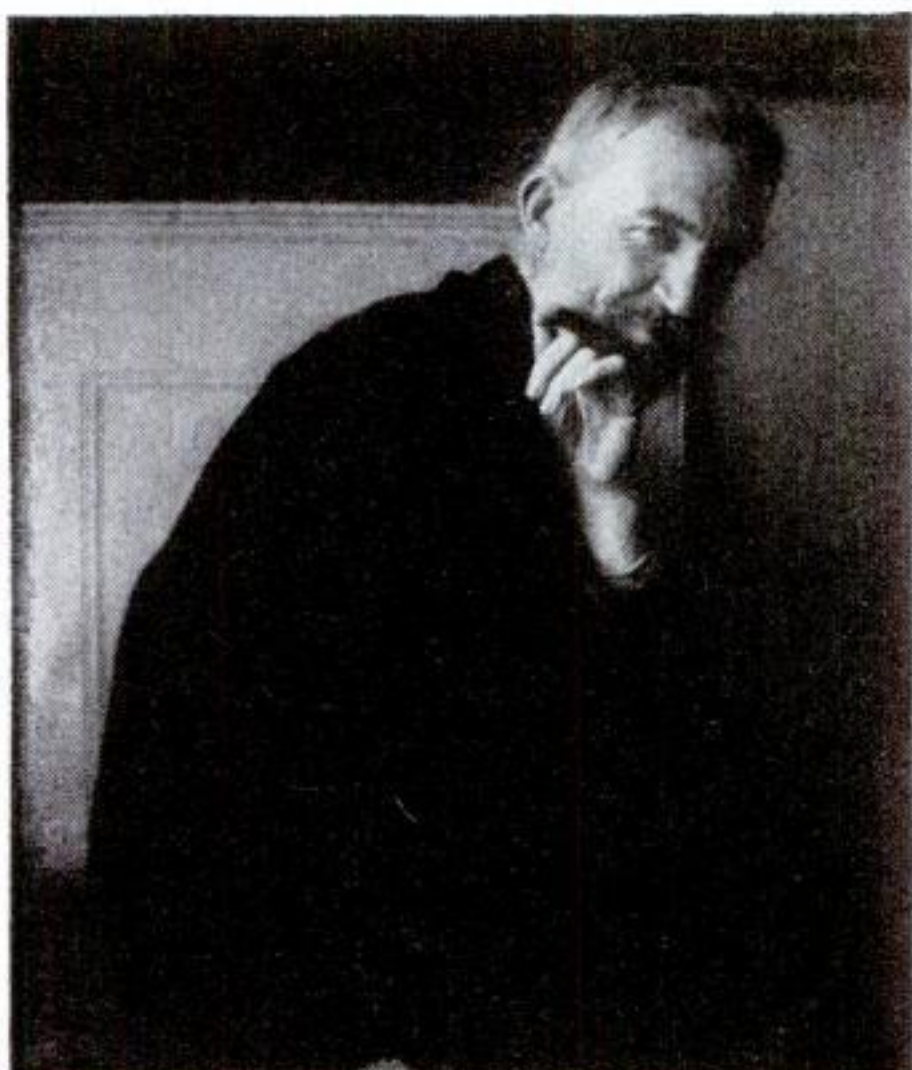


STEICHEN AS HE LOOKS TODAY





COMPOSER RICHARD STRAUSS was photographed in 1906 in New York. Steichen had just returned from Europe, the paintings of the masters still fresh in his mind. "I wanted to express in my portrait of Strauss the same feeling I got from his music," he says—the tenseness and chaotic quality of *Salome* and *Electra*.



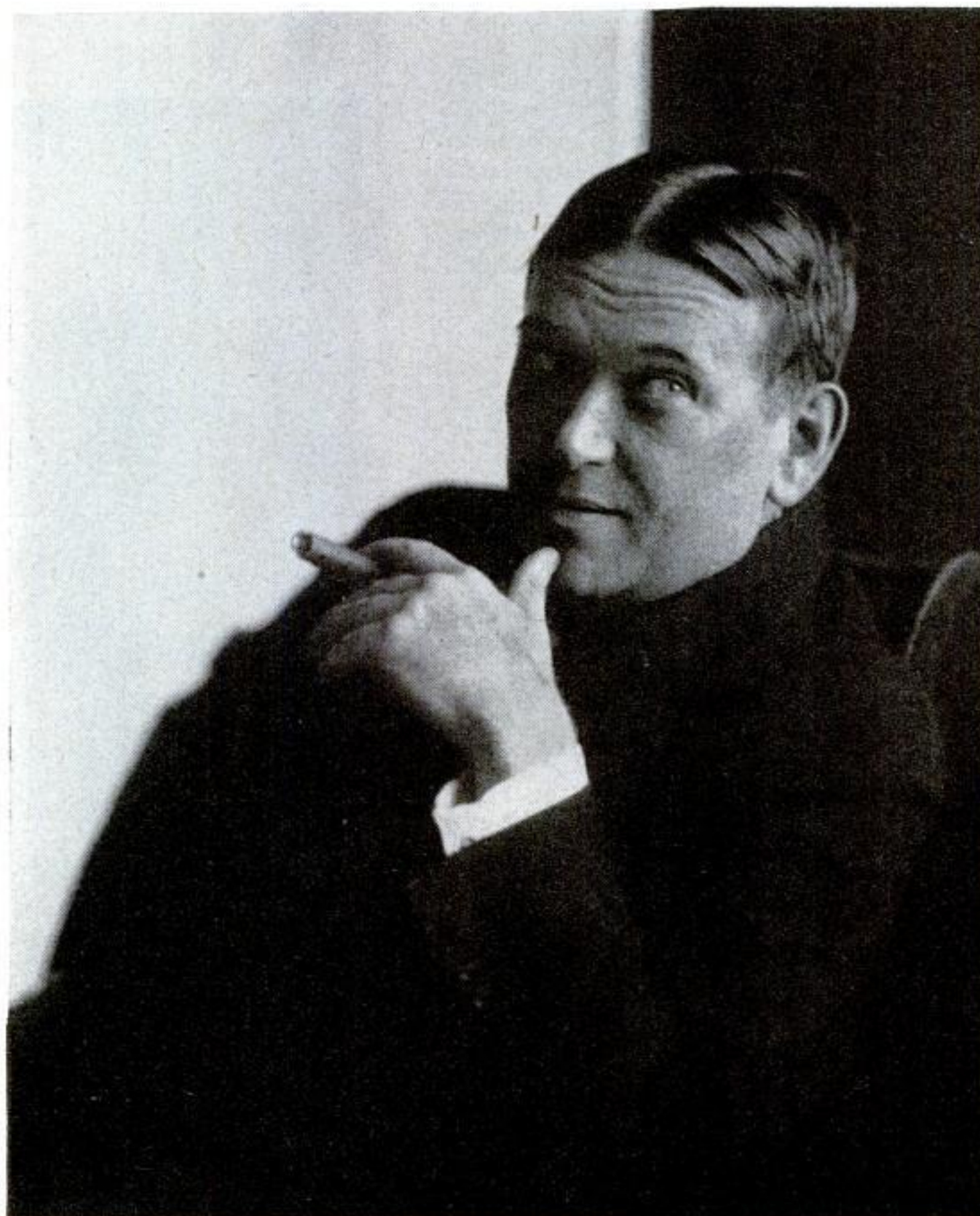
GEORGE BERNARD SHAW, photographed in 1907, looks shy. "I expected irony and biting wit but found him a sweet person. He was easy to photograph—but then Shaw likes to have his picture taken."

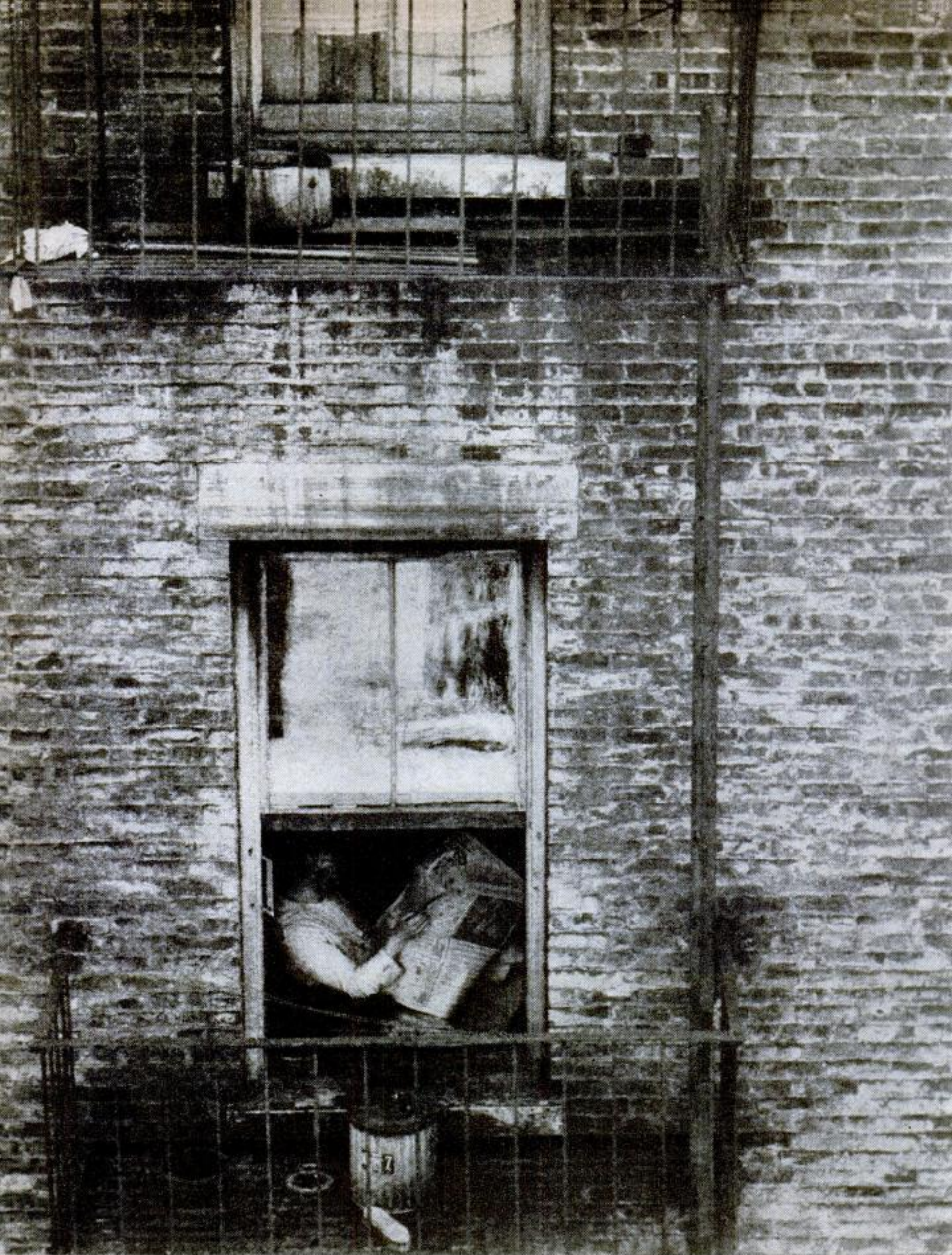
GRETA GARBO, working at M-G-M in 1927, walked off studio set to pose for Steichen. Her hair was loose and stringy and when she put up her hands to hide it, Steichen clicked shutter. Afterward, she put her arms around him and said, with an accent, "You understand me . . . you should be a director."



"**SUNBURNED GIRL**" was a visitor who came to the photographer's New York studio after a day on the beach. Steichen was struck by the peculiar, almost wild, look that the sunburn gave to her eyes.

H. L. MENCKEN posed for portrait in 1926 when Steichen was working for *Vanity Fair*. The pose suggests that Mencken is either about to thumb his nose at the world or is laughing up his sleeve. It satisfied the photographer who was hunting for the mood or gesture that would best characterize the iconoclast.





"SUNDAY PAPER" was made in 1921, by shooting out of the back window of Steichen's apartment. The same type of scene, in same documentary style, has been repeated many times since by American painters and other photographers. Says Steichen, "I doubt if he knew his picture was being taken."

AT THE HORSE RACES outside Paris in 1911, Steichen photographed fashionable ladies arriving for the grand event. In foreground flower vendor looks wistfully at the fancy Parisiennes. Use of technique known as gum printing helped to give Steichen's early photographs their paintinglike quality.

EDWARD STEICHEN CONTINUED



FASHION PHOTOGRAPH of Marion Morehouse, made in 1927 when Steichen was working for *Vogue*, expresses elegance in a period of ungainly dress. It also shows, Steichen thinks, a vitality in the model not found in present-day mannequins. Steichen says that he looks on models as women, not clothes racks.





IN THE PARTHENON in Athens, Dancer Isadora Duncan stands in the portals and raises her arms in a worshipful attitude. The dancer was so overcome by the Greek temple that she stood for half an hour before lifting her arms. Steichen borrowed a Kodak from headwaiter of his hotel to take this memorable picture.



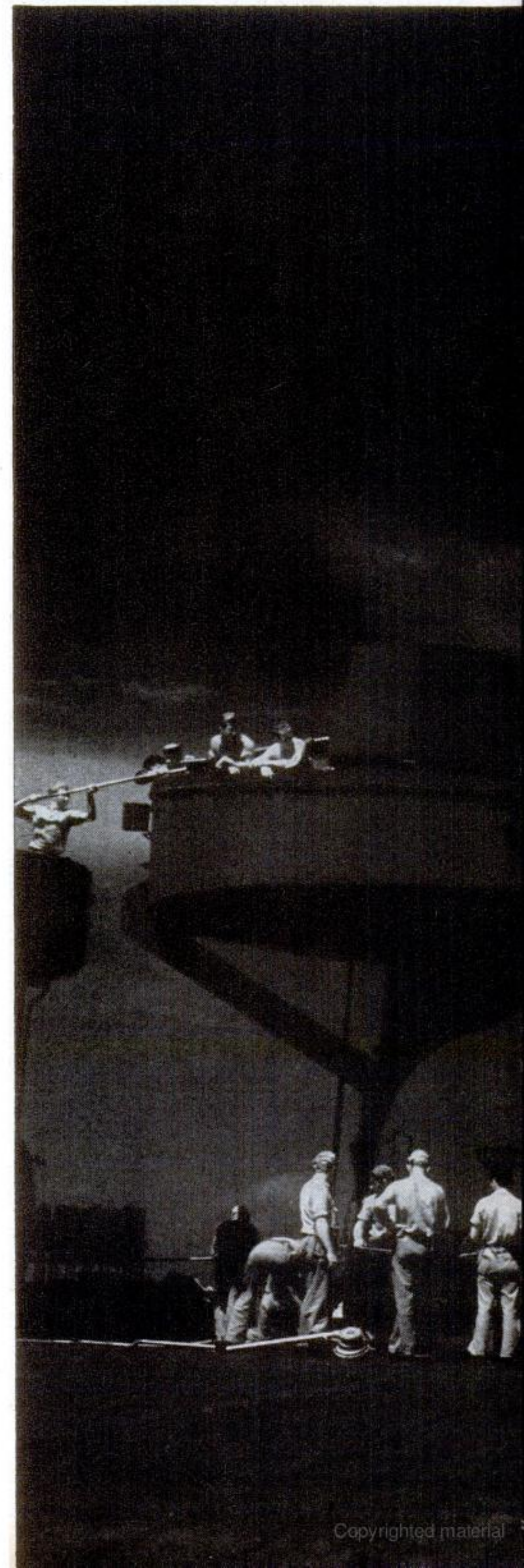
EDWARD STEICHEN CONTINUED

LONE EAGLE, made during World War I, was observation plane which Steichen, on aerial reconnaissance, thought so beautiful that he couldn't refrain from photographing it. Twenty-five years later, in World War II, Steichen was back in service, this time as captain in charge of Navy combat photographers.

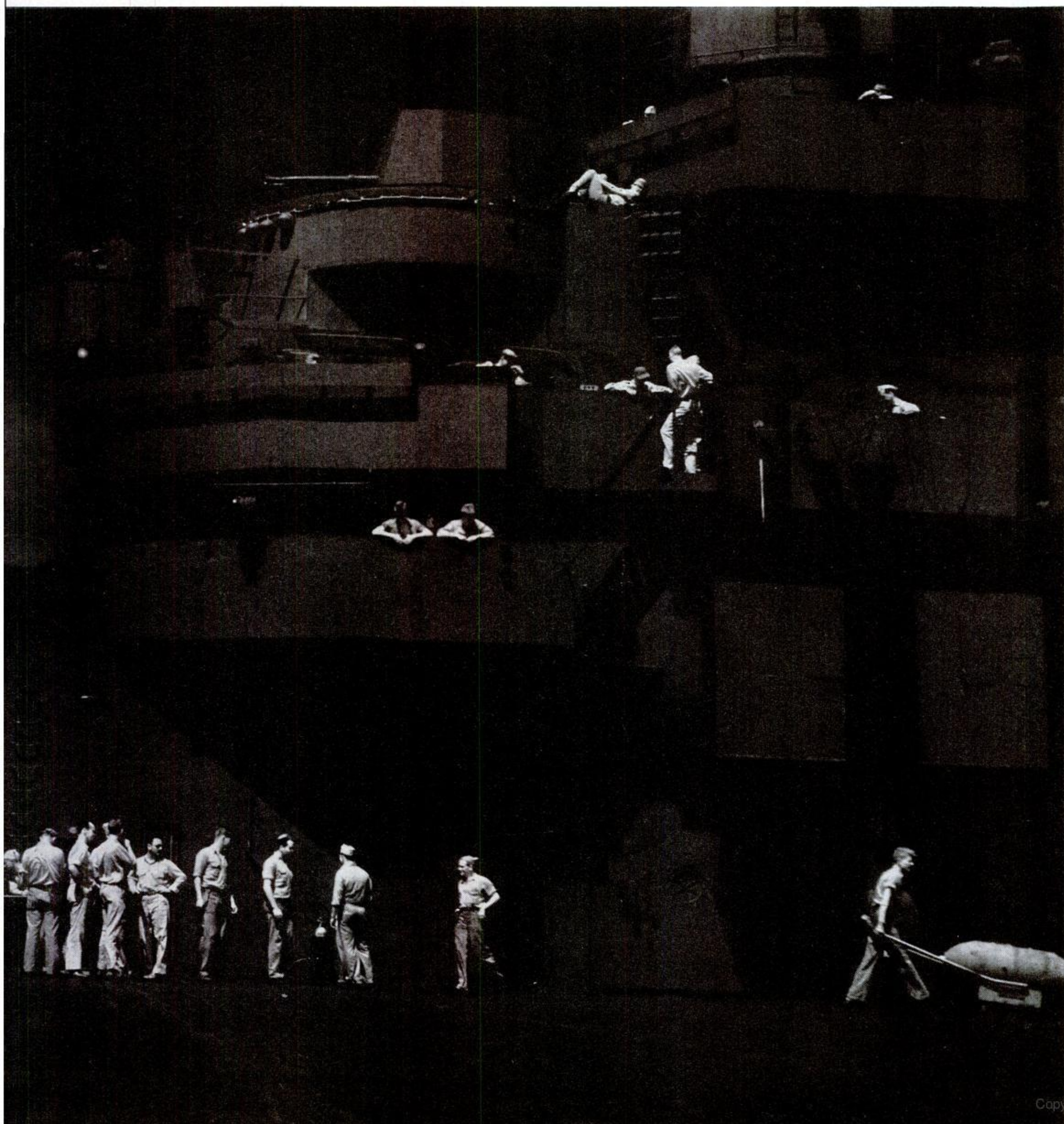
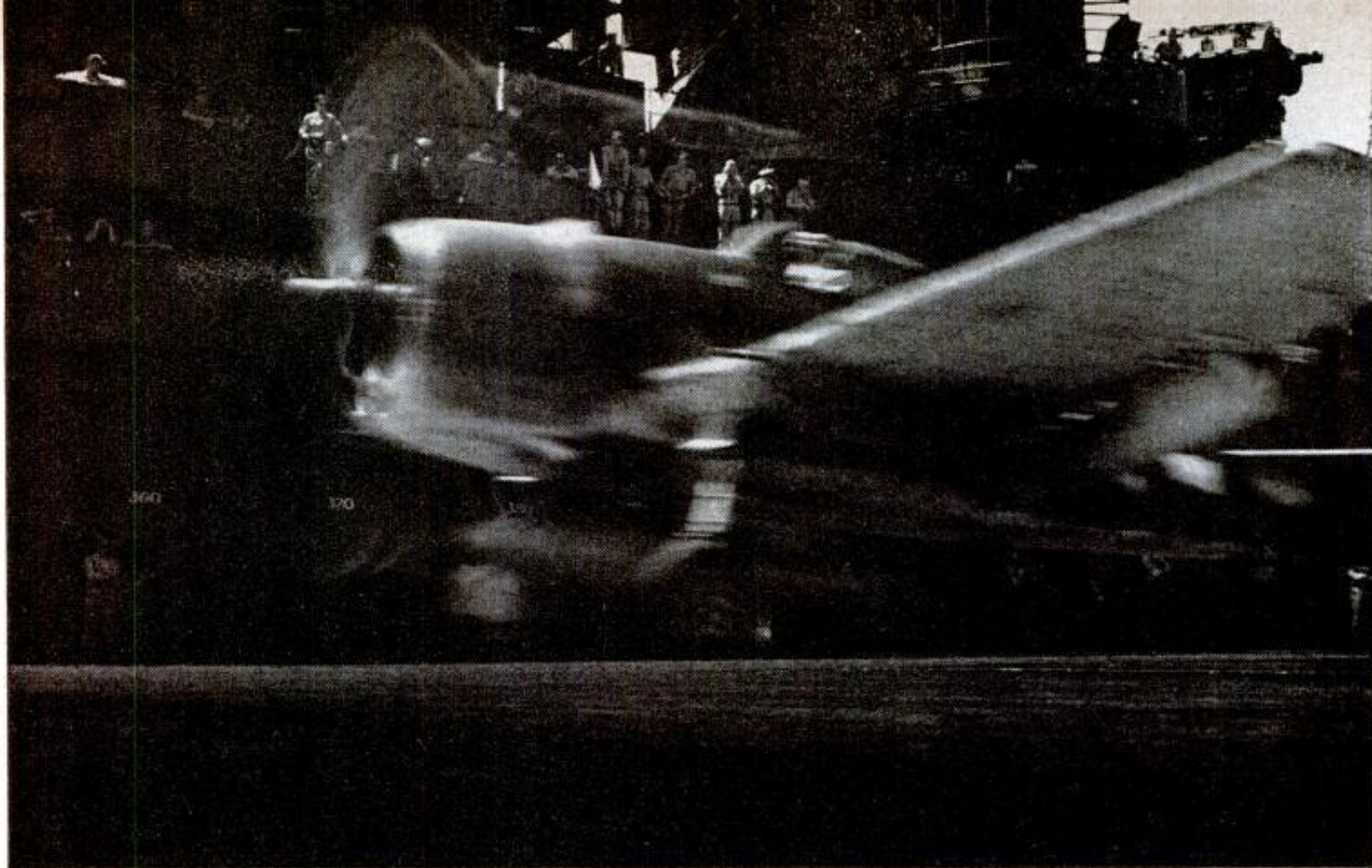


TORPEDO PILOTS, photographed on the U.S.S. *Lexington* as they were being briefed for a strike against Jap-held Marshall and Gilbert Islands, show both the strain and boredom of war on the ocean. Steichen was on board the *Lexington* when the carrier was attacked by Jap planes and badly damaged.

"PREPARING FOR BATTLE" was made aboard *Lexington* on Dec. 3, 1943, day before the strike against Kwajalein. Steichen shot at noon, used infra-red film to bring out men in exciting contrast to ship. Some of the men are cleaning guns; others are loading bombs or getting the runways ready for the fight.



TAKE-OFF of fighter plane from deck of *Lexington* was shot as Navy launched its attack on Tarawa. Steichen collected pictures made by Navy cameramen and had them exhibited in U.S. cities in a show entitled, "Power in the Pacific." He also served as technical advisor for the movie, *The Fighting Lady*.





TOM
HENDERSON

"John's determined to find out why his shirts never shrink."



"Hope this is a 'Sanforized'-labeled uniform. I'm up for 20 years!"



cobean

"Selected, eh? I'll bet they're 'Sanforized'-labeled."



•SANFORIZED•
TRADE MARK

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



ON A COLLECTIVE FARM a peasant woman like "Auntie" Dasha, whose story Mr. Stevens tells below,

figures out government work quotas. Many peasants eke out slim earnings by working on their own after hours.

EYEWITNESS ACCOUNT FROM SOVIET UNION

REPORTING THAT WON PULITZER PRIZE TELLS HOMELY DETAILS OF EVERYDAY LIFE

by EDMUND STEVENS

OUR final memory of the U.S.S.R. was a three-hour bout with customs officials that left us angry and exhausted. Every carefully packed article was dragged out and scrutinized. Only at the end of a fruitless quest did we learn what they were looking for. The chief inspector accused me of having sold our automobile illegally for gold to a Soviet citizen. I was able to furnish written refutation of this charge so the officials, looking somewhat crestfallen, permitted us to cram our effects back into trunks and go aboard.

This parting episode was final proof that our move was timely. Early last spring we had suddenly discovered that we were constantly being spied upon. Whenever someone entered or left the garden gate in front of our one-story log house a curtain in a window opposite was raised slightly. If my wife and I left the house separately by car or taxi, each of us was tailed by a little black car with four men inside.

Then, one day, we caught Nastia rifling our personal desk drawers and collecting note pads and address books. Nastia had come to work

Eyewitness reports from the Soviet Union are rare and growing rarer. The one by Edmund Stevens (*next page*), from which LIFE has selected the highlights appearing here, was first published in the *Christian Science Monitor*. It has been awarded the 1950 Pulitzer prize for distinguished reporting in the field of foreign news. Mr. Stevens begins by describing his departure with his wife and children from Russia in the autumn of 1949.

for us back in 1946 as an apple-cheeked peasant girl fresh from the village. After one year she left to marry a policeman. We next heard from her last spring, when she called up and asked for her job back. My wife agreed to take her on. With the address book incident we realized that Nastia had been assigned to us. We also found that she was in the habit of cross-examining our daughter, age 7.

We could only guess as to why we suddenly had become the objects of so much organized

interest. But the timing suggested that the Gubichev case might have had some bearing. The Soviets said plainly in print that reprisals might be expected against Americans in Moscow. These were the implications that made our intensive shadowing seem especially sinister and speeded our departure.

EVER since her husband went off to war, never to return, "Auntie" Dasha's whole economy revolved around her cow. Each morning at 4 she milked the patient animal, trudged two miles to the railway station with her two cans of milk and caught the 5:30. Arriving in Moscow at 6:15, she delivered by streetcar to her five steady customers, caught the 7:15 back from town, hurried home with her empty cans, helped herself to some boiled potato mash from a big black pot on the cold stove, and after some hasty instructions to son Grisha, age 8, was out of the house in time to report at 9 o'clock for the day's field work on the collective farm.

After the evening milking, followed by a

3-WAY FAVORITE!



CHOOSE THE ONE BLENDED
WHISKEY THAT GIVES YOU ALL 3

Every drop

90 PROOF

rich, robust, delicious!

CHOICE QUALITY

* 35% Straight Whiskies
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WINNING PRICE

America's Greatest
Whiskey Value!



FLEISCHMANN'S

PREFERRED

*THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES. 65% NEUTRAL SPIRITS DISTILLED FROM GRAIN. 90 PROOF. BLENDED WHISKEY. THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

THE AUTHOR



EDMUND STEVENS

Edmund Stevens, 40, was born in Denver, Colo., first went to Moscow as a foreign correspondent in 1934. There he married a girl from the high Urals named Nina Andreyevna. In World War II, he seemed to be all over Europe at once, even got to Ethiopia where he described for *LIFE* (Sept. 15, 1941) how the Italians were driven out. In 1946 he was back in Moscow gathering the information for this series. He, his wife and two children are now in Rome, where he is head of the *Christian Science Monitor's* Mediterranean Bureau.

LIFE IN RUSSIA CONTINUED

supper of cold potato mash and black bread, Auntie Dasha would sit down to do her sums. With the market price of milk fluctuating seasonally between 3 and 7 rubles (60¢ to \$1.40) a quart and her cow giving about 800 quarts a year, Auntie Dasha grossed around 3,800 rubles (\$760) a year. She spent about 500 rubles (\$100) on black bread and other incidentals. Transportation, with the new fare increases, added up to more than 600 rubles (\$120). As the owner of a private cow and with half a hectare of land for her private use, Auntie Dasha had a state delivery quota of 30 kilos of butter a year, but in lieu of butter she was permitted to pay a cash equivalent of 1,500 rubles (\$300). Though she kept no chickens, she had an annual delivery quota of 500 eggs. In place of these she paid a cash equivalent of 500 rubles.

After meeting all these obligations last year, she still had more than 600 rubles left with which to buy fodder for the winter. Auntie Dasha filled her meat quota by slaughtering the calf which her cow bore regularly each January. Her private potato patch yielded her 600 kilograms of potatoes. After delivering her quota of 300 kilos to the state, this left her with 300 kilos, which was just enough to take care of herself and Grisha through the coming year.

All in all, it had been a fairly good year. She had rented the front part of her *izba* (cottage) to my family for the summer for 800 rubles. Even after paying the 50% tax on "unearned" revenue, this would give her money for shoes for the winter.

That was in 1948. When we saw Auntie Dasha again in the spring of 1949 she had just been notified that under the newly decreed scale all her delivery quotas had been raised. Sadly she had about decided to sell the cow and buy chickens with the proceeds. With fresh eggs bringing as high as 15 or even 16 rubles (about \$3) for 10 on the open market, she thought she still might do better if she shifted from a dairy to a poultry economy.

Trotsky once loftily described the peasant as the pack animal of civilization. He wanted to express his appreciation of the peasant's economic role, plus his contempt for the docility with which the peasant allowed himself to be exploited under the old regime. But the new regime has evolved techniques for squeezing the peasant far more thoroughly than those of the old-time landlords.

WHILE domestic production of consumer goods is expanding steadily, much of the present variety available in Russia is provided by imported goods—Czechoslovak first and foremost. I have heard Czech visitors to Russia remark wryly there were more Czech goods available in Moscow than in Prague. Polish and German textiles are abundant, though to date these sources have supplied less in the way of finished clothing.

This abundance is a far cry from the empty shelves of the first postwar years, when amidst the prevailing drabness the wives of ranking Red Army officers paraded in trophy German finery, including floppy, broad-brimmed hats atop peroxide hairdos. Today such figures have disappeared. The Russian woman's innate good taste and artistic sense gradually have been asserted, sometimes in the face of official opposition. So it happened with the New Look. The hemline began to lengthen despite the party line, which condemned the whole thing as just another example of bourgeois decadence and wastefulness. And whereas today in the West skirt lengths are again on the upgrade, in Moscow the downward trend continues—the Russians never do anything by halves.

Moscow has specialized markets, like the Yaroslavsky, where persons congregate to buy and sell secondhand clothes and where it is considered inadvisable to be seen too often as the crowd is well sprinkled with plain-clothes agents of the antispeculation squad.

CONTINUED ON PAGE 128

Stand back, Woman! I'll PROVE I was right!




Men!
"By" Says...

IN HOME APPLIANCES LOOK FOR

- Sound construction
- Reliable operating mechanism
- Manufacturer's "know how"
- Best insulation—FIBERGLAS*

*T. M. REG. U. S. PAT. OFF.



Women!
Kay Says...

IN HOME APPLIANCES LOOK FOR

- Proper size
- Simple operation
- Ease of cleaning
- Ample working or storage space
- Best insulation—FIBERGLAS*

*T. M. REG. U. S. PAT. OFF.

Look for
"BY" and KAY
to help you buy appliances

Let these 5-inch figures help you when you buy your next refrigerator, range, home freezer, roaster, water heater, or other major home appliance. They'll remind you of the points to check to make sure you get the best! They'll be waiting in appliance stores and departments everywhere.

*Why FIBERGLAS
Insulation is in
the BEST
home appliances*

- 1 High insulating efficiency means better-kept food, better-baked food, cooler kitchen in summer.
- 2 Will not settle from refrigerator door slamming to leave dead spaces.
- 3 Lasts a lifetime.
- 4 Odorless, and will not absorb odors.

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OWENS-CORNING FIBERGLAS CORPORATION
Toledo 1, Ohio

FIBERGLAS IS IN YOUR LIFE—FOR GOOD!

The Dubininsky is a mart for everything conceivable in the way of hardware and machinery, from screwdrivers, monkey wrenches and radio tubes to secondhand automobiles. But for us, and for the children especially, most fascinating of all was the Bird Market, also called the Cow Market. There, once a week, every extant form of animal life is bought and sold, from cattle and horses to turtles and parakeets. The range includes dogs of every breed and combination, few of them pedigreed; kittens, piglets, fox cubs, wolf cubs, porcupines, rabbits, squirrels, white mice, caged songbirds and aquarium fish.

On a Sunday there congregates a whole guild of dedicated fish fanciers, who have been breeding fancy fish in glass jars in Moscow flats many decades, uninterrupted by wars and revolutions. Some of the rare and exotic tropical varieties sell for as high as 150 rubles a pair. But none of the fish fanciers made fortunes or even a living out of the hobby. On weekdays they worked as bookkeepers or clerks in some stuffy office.

It is possible, though less interesting, to do all one's shopping in the government stores. Of these by far the finest are the big model Gastronom stores that exist now in every major city. Moscow's palatial Gastronom No. 1 displays varieties of smoked sausage, salami, smoked meats, meat loaf, smoked and salted fish, game, fowl, fancy breads and pastry, not to mention 10 or 12 varieties of caviar, scarcely equaled by the finest New York caterer. It is a steep drop from the level of these luxury stores to that of the neighborhood shops where most of the people trade.

ALONGSIDE the economic main stream of state ownership and management, the Soviet system permits the existence of consumer cooperatives and producer or artisan cooperatives. In practice the cooperatives have provided plenty of opportunity for private initiative but not always in accord with the Kremlin's intentions. Some months ago the Tashkent paper *Pravda Vostoka* with rare candor summed up the situation: "Private entrepreneurs, businessmen and speculators have found a broad field for antistate activity in the cooperative system of the republic. Using the cooperatives as a front and exploiting their resources, they have fleeced the consumer on an extensive scale. . . ." Illustrating how these entrepreneurs operated, the same source reports that the head of a butcher cooperative used his position in order to buy meat at government wholesale prices, which he then resold in his own private store for 5 rubles above the legal retail price.

At a town on the shore of the landlocked Aral Sea the paper found that the managers of the local fried-fish cooperatives had other fish to fry. Behind the cooperative front, *Pravda Vostoka* complained, "they themselves buy the fish, fry it and sell it." One such capitalist fishmonger was reported to have built up a business with a monthly turnover of 100,000 rubles.

In Moscow the scale of such operations naturally is larger than in outlying areas, and one of the largest operators was a certain V. A. Kantsel. This worthy obtained the approval of a district school board to set up a cooperative workshop, ostensibly for the manufacture of school supplies. Though officially the undertaking employed only three persons, in his heyday Kantsel had 300 persons working for him—and several officials of the school board were on his payroll in various fictitious capacities. The legitimate production of school supplies accounted for less than 10% of Kantsel's productive activity—this was for the sake of appearances. The remaining 90% went into the manufacture of a diversified line of pen-nants, games, novelties, small souvenirs and picture postcards, all of them marketed privately on the side—"on the left," as the Russians say. Kantsel's enterprise thrived until one morning the law caught up with him.

Despite the risk involved, most Russian workmen prefer to work on the side—"on the left"—whenever they can. When a Russian friend of ours wanted his piano tuned and renovated, he phoned a piano tuner cooperative. The tuner they sent to look over the job gave him a price of 250 rubles. When the customer winced, the tuner explained that if he didn't mind waiting he himself would do the job on his own time for 150 rubles. Without further ado the customer paid the 15-ruble call charge. The workman turned this money in to his cooperative, together with the explanation that the customer had decided not to go ahead with the job.

A few days later the tuner went to our friend's flat and fixed the piano. He pocketed his 150 rubles and nobody was the wiser.

SOVIET industrialization has rolled ahead with gathering momentum ever since the war. Before the war the country had only two important automobile plants, the Stalin plant in Moscow and the Molotov plant in Gorky. The Gorky plant mass-produced

for the **shine** of your life
and the life
of your shoes



LANOLIZE
your shoes with
ESQUIRE
BOOT POLISH

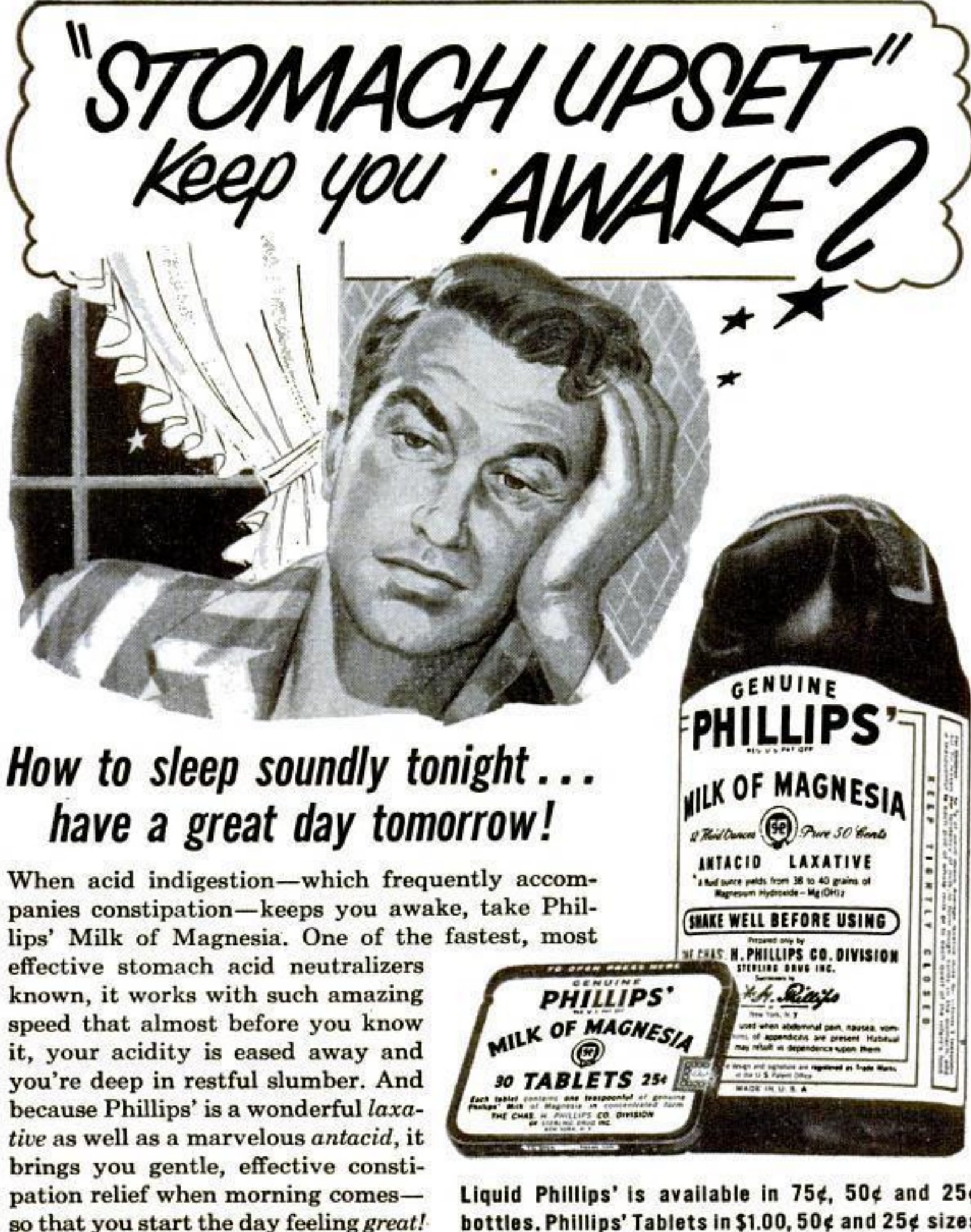
For a Looking Glass Shine that comes back again and again with a quick flick of a cloth or brush... a shine so bright you can see your face in it... don't just shine your shoes, Lanolize them with Esquire, the shoe polish that contains lanolin.

Buy Esquire Polish today at your favorite shoe store, shoe repair shop, dept. store

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"STOMACH UPSET"
Keep you **AWAKE?**



**How to sleep soundly tonight...
have a great day tomorrow!**

When acid indigestion—which frequently accompanies constipation—keeps you awake, take Phillips' Milk of Magnesia. One of the fastest, most effective stomach acid neutralizers known, it works with such amazing speed that almost before you know it, your acidity is eased away and you're deep in restful slumber. And because Phillips' is a wonderful laxative as well as a marvelous antacid, it brings you gentle, effective constipation relief when morning comes—so that you start the day feeling great!

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ANTACID LAXATIVE
30 TABLETS 25¢

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Join millions of wise homeowners—put your painting problems behind you!

See your nearest Acme dealer! He can help you select the “just right” shade for every room in your home—and make the outside of your house a joy to you and your neighbors with *Acme Quality*.

Whether you are looking for miracle-working Kem-Tone for your walls or sensational new Kem-Glo for your bathroom and kitchen—or any one of the scores of famous Acme Quality balanced formula paints, your Acme dealer has the merchandise and “know how” to help you select color and product to make your home more beautiful.

Homeowners all over America have learned that the word *Quality* is more than a trade-mark when it appears on a can of Acme Quality paint.

Find your Acme dealer today—he’s worth looking for. He will reward your confidence with the best values in town.



Acme White Lead and Color Works, Detroit, Michigan—Makers of Acme Quality Paints, Kem-Tone, Kem-Glo—also one of the world’s largest manufacturers of Automobile Makers’ Finishes, Automobile Refinishes—Railroad, Industrial and Maintenance Finishes—and Insecticides. **AND**—Makers of Sensational new Acme Fashion-Tone—which gives you, in a few minutes, the ultra smart colors you want in paint, to harmonize with your room furnishings.

ACME PAINTS “BRING PRIDE TO THE SURFACE”



Gentler bleaching action.....

added protection for linens! Your friends will not only praise your linens, but your thriftiness, too, when you launder with Clorox. For Clorox conserves white and color-fast cottons and linens because it's free from caustic, thanks to an exclusive formula protected by U. S. patent. So make your linens snowy-white, color-bright (sanitary, too) the extra-gentle Clorox way!



Greater disinfecting efficiency...

added protection for health! It's never too early for a little lady to learn about the extra health protection you get when you disinfect home germ centers with Clorox. For Clorox does a quicker, better job of disinfecting than any other product of its kind! Join the millions who use Clorox daily in routine kitchen and bathroom cleaning. Directions on label.

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CLOROX AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT



MOSCOW GASTRONOM, one of the Soviet Union's "model" stores, attracts crowd with a big display of fish and caviar. These state-run stores have lavish variety and finer quality foods than those offered in neighborhood shops.

LIFE IN RUSSIA CONTINUED

the M-1, a fairly serviceable version of the 1933 Ford, while the Stalin plant produced the ZIS 101, a rather unwieldy, seven-passenger, eight-cylinder job. I recall that a General Motors representative, who in those days was permitted to visit Moscow on business from time to time, after a careful inspection of the ZIS 101 assembly line estimated that each unit must cost about \$75,000 to produce.

Postwar successor to the ZIS 101 is the ZIS 110. Basically it is a 1942 Packard (Stalin's favorite make) and the first models actually had Packard engines installed. The ZIS 110 is a high-class automobile in every respect as regards design, workmanship and quality of materials. Its production never has exceeded two a day.

The greatest postwar production achievement of the Soviet automobile industry to date is the Pobeda (Victory), a trim, four-cylinder light car of Soviet design, produced at the Molotov plant in Gorky. For speed, riding comfort, general performance and stamina, the Pobeda is quite as good as any European or American car in its class.

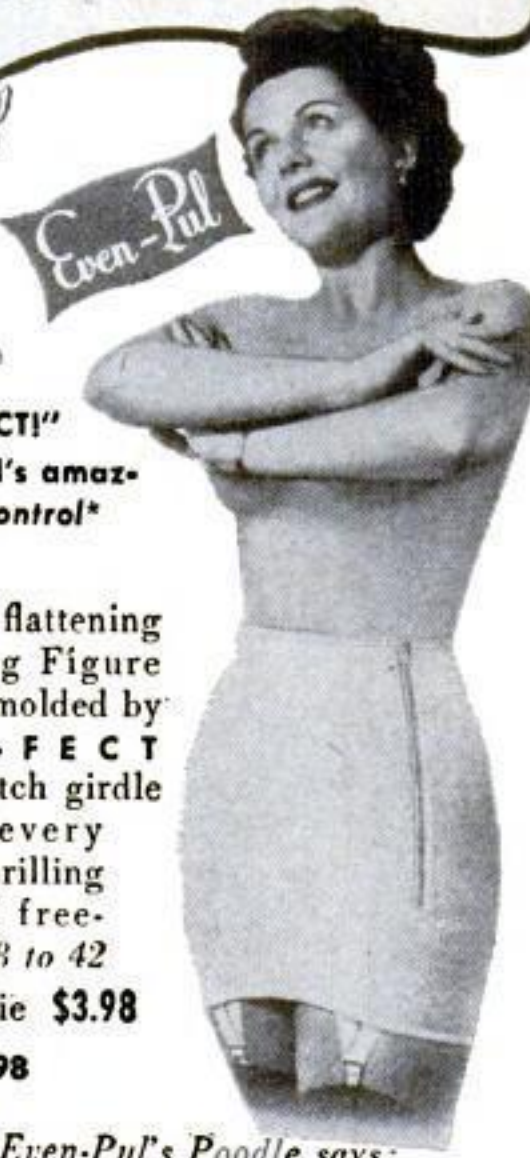
WITHOUT the constant, tugging urge to outdo their competitors, Soviet industry, when not prodded, tends to crystallize around "safe" familiar patterns. Management, left on its own, cautiously avoids innovation and attendant uncertainties, the more so because of the disastrous personal consequences of failure. The paramount concern of every Soviet factory manager with fulfilling his production plan militates against changes and improvements. Every smart manager keeps on hand a surplus of easy-to-produce stopgap items on which he can draw whenever required to cover a production lag in a more complex line. To give an illustration, the Soviet state organization for distributing textiles offered a certain sewing workshop 220,000 rubles' worth of high-grade poplin for the manufacture of men's shirts. The shop director refused the consignment on the grounds that shirtmaking was fussy and unprofitable—he preferred fulfilling his plan by cutting and hemstitching handkerchiefs—despite an acute shortage of shirts in the selfsame town.

Besides bad management, petty grafting is fairly common in Soviet retail trade. One of the favorite practices, judging by press reports, is for a store manager to mark up certain highly salable items just a fraction above the authorized retail price. He then splits the difference with his bookkeeper and sales force. Such cases are small stuff compared to the full-dress public scandals that are aired from time to time.

Several months ago the Moscow newspaper *Trud* broke the story of a large ring of speculators operating in and around the state jewelry merchandising organization known as Yuvelirtorg. The speculators stationed contact men outside the various Yuvelirtorg shops. Private citizens who came to sell their valuables to the store would then be approached with offers to buy their watches, jewelry or gold coins privately. If they agreed, the articles thus acquired would be either resold directly to private customers or else turned in to Yuvelirtorg. In either instance the ring made a handsome profit.

CONTINUED ON PAGE 132

EVEN-PUL'S 2-WAY STRETCH
GIVES HER THAT
"Double-Take Look" **



It's "FLAT-E-FECT!"
"With Even-Pul's amazing Contour Control" feature.

Slimming... flattening... flattering Figure Loveliness... molded by **FLAT-E-FECT** Two-Way-Stretch girdle gives your every movement a thrilling new sense of freedom! Sizes 28 to 42
Girdle or Pantie \$3.98
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**Pom Pom Even-Pul's Poodle says:
"It's Figure Loveliness to win you those EXTRA looks of admiration!"

Bras from 1.50 Girdles from 2.98 Corsettes from 6.95

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Write for **FREE** booklet "WHAT YOUR FIGURE DESERVES" and nearest dealer.

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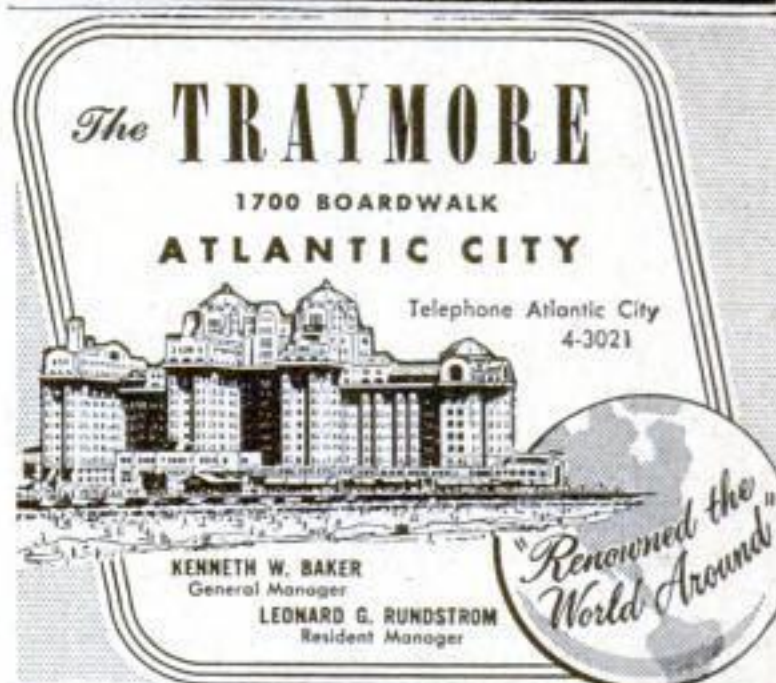
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★ SAFEST FOR BABY
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★ PRESERVES LEATHER
★ WILL NOT RUB OFF excessively

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Yours as a Gift!

32 PAGE U.S.A. PAINT BOOK

Fun to color; educational to read. Just send 10 empty 5c PLANTERS PEANUTS bags, with your name and address, to **PLANTERS PEANUTS** DEPT. PBL; WILKES-BARRE, PA.

A KING'S STORY

IN NEXT WEEK'S ISSUE



THIS is a photograph of the man who will tell his personal story to the readers of *LIFE*, beginning next week. It is the author as he looked during the period he writes about in next week's instalment—the years after World War I, when the debonair and democratic Prince of Wales, in the course of official tours to many parts of the world, came here and captured America's heart.

The prince's popularity here was such that the *London Globe* felt compelled to write, "Americans will please remember that he is our Prince, not theirs. We say this because they are giving him just now such a tremendous welcome that anybody may be excused for fearing that they have some annexationist designs in view."

When he came back again in 1924, public interest was even greater. This time his visit was unofficial; he was here to see the International Polo Matches on Long Island, to visit friends and to learn more about America. For days before his arrival his most trivial actions made front page headlines; he played tug of war with students from Harvard and Yale on board the *Berengaria*; he danced with a young lady from St. Louis; he surprised the ship's officers with his knowledge of navigation and seamanship. Once here his actions were not only reported on the front pages, but in the society, sports and rotogravure sections as well. References to His Royal Highness even showed up in the advertising pages. "See the 'Princely' Topcoat, Biggest Hit of the Season!" read

an advertisement. "Meet the Prince of Wales on his new Victor Record!" invited another. "You may or may not have an opportunity of meeting the popular young Prince during his visit here—but you can't miss hearing him on . . . Record No. 35746."

Americans fondly adopted the man whom Mackenzie King called the "Sir Galahad of the Royal Household." And their interest continued after his visits, as the prince took on the increasing responsibilities of the Heir Apparent—and yet remained "the most popular figure . . . and the most eligible man in the world."

That was the prince's story as told in the press. The prince's story as only the prince could know it will be told in his own words beginning in *LIFE* next week and in three issues thereafter. In these articles *LIFE*'s readers will learn what it was like to be the Prince of Wales in the carefree '20s. They will share the author's experiences with his family; will be there when he meets an American woman named Wallis Warfield Simpson; will follow the author as he ascends the throne; will find themselves caught in the midst of the Empire-shaking crisis precipitated by a king who has resolved to follow the dictates of his own heart. The *Memoirs* will take *LIFE*'s readers right up through the night of Dec. 11, 1936 when, after his sad farewell to the throne, broadcast throughout the world, the former king leaves the land he loves to start his self-imposed exile.

ANDREW HEISKELL, *Publisher*

Exclusive Spudnut Franchises Available

Yes, you can own your own Spudnut business! For full details, write Franchise Division, Pelton's Spudnuts, Inc., 1488 South State St., Salt Lake City, Utah. Canadian Offices: Spudnuts, Ltd., 1307 Burrard, Vancouver, B.C.

Spudnuts are sold only by authorized franchised dealers in the genuine Mr. Spudnut bag.



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Coast to Coast... Alaska to Mexico



Mr. Spudnut

TRADE MARK

THE FRESHEST THING IN TOWN!

America's Finest Food Confection

Spudnuts are an exciting, new pastry confection with specially prepared potatoes as one of the superlative ingredients in the secret formula. Spudnuts are "raised" in a proof-box, just like the finest pastries... deep-cooked in highest quality shortening - they're fluffy, golden, good! More than 250 franchised dealers are waiting to serve you.

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RUSSIAN CARS belong to party bosses. All of the cars shown here are expensive ZISs (for top bosses) except light-colored ones, which are cheaper (\$2,000) Moskvichs. A third popular car (not shown) is the Pobeda (Victory) which, says Stevens, is as good as any in its class manufactured in Europe or the U.S.

LIFE IN RUSSIA CONTINUED

One trick was to buy broken watches at a low price and sell them to the government organization at the price authorized for watches in good repair. *Trud* reported that more than 2,000 defective watches were thus foisted onto the government at a profit of more than one million rubles for the ring.

All this suggests that some private enterprise—even though it is of an underground nature—persists in Soviet Russia at this present stage of development toward "full Communism."

THE MVD (secret police) colonel opposite pulled back the car window curtain and stared pensively at the faint lonely lights floating in inky blackness. "A morose, difficult people, these Letts," he mused. "If I had my way we would simply ship the whole lot off to some safe spot behind the Urals. Then we would resettle the place with our own people."

I objected that this might prove a rather difficult undertaking.

"If we could do it with the Volga Germans, the Crimean Tatars, the Chechens, the East Prussians, we could do it here," the colonel countered. "We must have a safe lock on our western approaches. Only a month ago a train was held up on this very run. Robbed all the Russian passengers, didn't touch the others. Kidnaped two party functionaries who haven't been heard from since. And it's hopeless to track down the offenders. The whole countryside is in league with them."

We gained this bit of insight into Soviet psychology en route by train to Riga, Latvia, from Libau, also in Latvia.

I remarked to the MVD colonel that seldom had I seen such a variety and abundance of meat as in the Libau market, and at a fraction of Moscow prices. That, he explained, was merely because the peasants sensed the approach of collectivization. The peasants were slaughtering their animals to forestall having to turn them in to the collectives.

I tried in vain, during our three-day stay in Riga, to recapture some faint echo of the city I had known well a decade earlier. It was like walking into the house of friends where everything was once familiar and finding the friends gone with no forwarding address, while total strangers lived, or rather bivouacked, in rooms stripped of their familiar and pleasant furnishings, now dank and neglected. What had been destroyed in Riga was not the buildings, which are replaceable, but the soul of the city, its character, atmosphere and personality. Gone without trace were the pleasant, well-dressed crowds, the attractive restaurants, cafes and bright little shops.

When my wife went outside, everyone would stop in his tracks and gape at clothes which would have passed uncommented on in Moscow, where Western fashions penetrate. During our three days we saw not one well-dressed woman or man.

Before the war Riga was only 50 minutes by plane from Stockholm. Today there are no planes. From an international crossroads, the city has become the end of a branch line from Moscow—30 hours away by train.

The life of the elite

A SUDDEN hush has settled on Moscow's busy Arbat Street. The sleek asphalt roadway, emptied of its traffic, threads between two lines of white-uniformed, white-gloved police spaced at 10-meter intervals along either curb. The police are on tenterhooks, their eyes strained toward the far end of the street. One of them darts out, bodily lifts up an old peasant woman who has strayed



mom's in HIS CORNER!

when she trains her little champ on delicious Cocomalt. It's full of extra energy. Its extra vitamins and minerals help build strong bones and healthy bodies. Kids insist on seconds of that Cocomalt flavor, hot or cold.



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TODAY

Made by the Makers of Davis Baking Powder and SWEL for Fudge and Frosting.

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SUITS

Write for dealer's name & free booklet, "How to Buy a Suit!"

Incomparable value... produced by intense specialization!

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GUESS MY PHILLUMENIST * DAYS ARE OVER!

NOT IF I "CORNER" YOUR MATCH COVERS. I PROTECT WHAT YOU COLLECT

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QUICK... NEAT... SECURE

Threesizes, 12 colors. For snapshots, cards and other keepsakes.

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ACE ART COMPANY MOUNTING CORNERS

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OIL FILTER REFILLS... 10¢

Filters Old the full length of the Pack

10,000 Sq. In. of Filtering Surface

Plates Last Indefinitely

Here's News! Ordinary toilet paper makes an ideal oil filter. Laboratory tests prove it cleans oil faster and better than popular makes of filter elements. All you need is a simple set of Retlif Adapter Plates... and you can start using toilet paper rolls (costing about 10¢) in your present oil filter. For proof and descriptive literature, send name and address to:

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DISTRIBUTOR INQUIRIES INVITED

CONTINUED ON PAGE 135

Your favorite store
invites you to

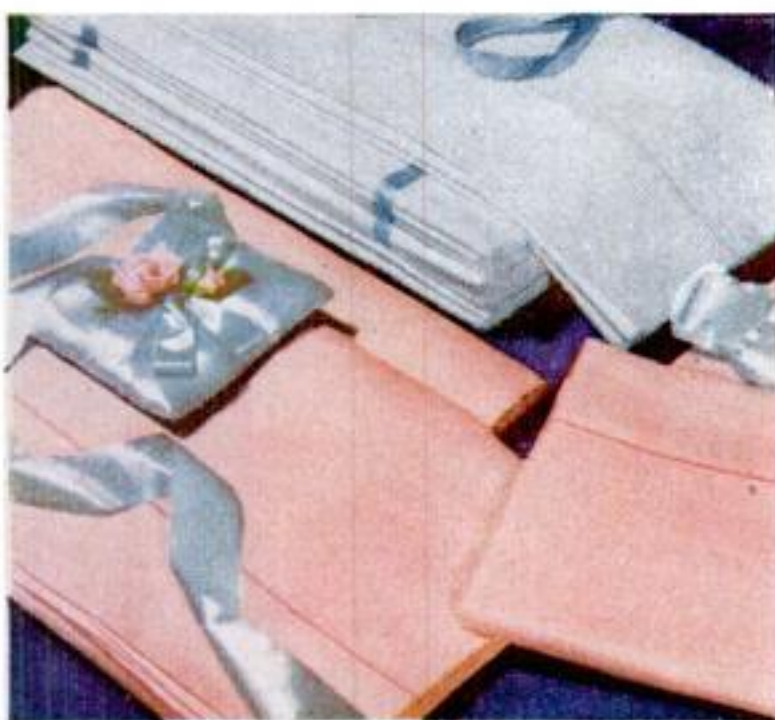
IRISH LINEN WEEK

May 15 thru 20

No other table linen can compare with Irish Linen damask for loveliness and service. During Irish Linen Week you will see it in a wide variety of modern designs, in colors and in snowy white.



Luncheon and tea sets, cocktail napkins, place mat sets of decorative Irish Linen—so bright, so gay... and so very practical.



Think of a bride's joy at receiving real Irish bed linens. This is a grand opportunity to buy them for her—or for yourself.



Pure Irish Linen handkerchiefs—so soft, so absorbent—are actually the *most economical* since they serve you so long.



Fashion experts forecast an *Irish Linen* summer. Don't miss the displays of Irish Linen ready-to-wear and by-the-yard.



Face and hand towels of pure Irish Linen—a pleasure to use, a compliment to your guests. Lay in a supply at bargain prices.



Drying dishes is a joy with pure Irish Linen towels—so lint-free, so absorbent, so *long-wearing*. Put them on your shopping list.

From Coast to Coast, from May 15 thru May 20, Department Stores and Specialty Shops will celebrate IRISH LINEN WEEK... featuring the most complete selections of world-famed Irish Linens ever assembled, at the lowest prices in many years.

Here is a most unusual opportunity for you to combine luxury with thrift... to buy incredibly lovely pure Irish Linens for household use and personal wear at real money-saving prices... or to choose noble Irish Linens that will be a lucky bride's life-long delight. For this most treasured of fabrics wears and wears and washes and washes, never losing its exquisite loveliness. Its economy is truly matchless.

Here, then, is an exciting new shopping event—IRISH LINEN WEEK—May 15 thru 20. *Don't miss it!*

THE IRISH LINEN GUILD
1270 Avenue of the Americas, New York 20, N. Y.





*Your smile
is in
trouble...*

*if you can't
clean here...*



← **Throw away
that bulky brush!**

Dentists warn against
"hit-and-miss" brushes
that skip surfaces
where decay germs
breed and attack
precious tooth enamel.



← **See how Tek's "contour" fit**
hugs the narrowest curves, cleans better
because it cleans *all* your teeth!
Get Tek tooth brush, today.
Drug counters everywhere.

50¢

Tek



*...cleans where
bulky brushes miss!*

Tek Hughes, Inc., New York

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into the road and deposits her back on the sidewalk. The tension rises to its climax.

With a sudden swoosh a shiny black sedan flashes down the fairway, then an open car full of bodyguards follows in close pursuit. The tension is over in a trice and the Arbat returns to noisy normal.

Bystanders exchange nods: "*Hozyain proekhal*" ("There went the boss").

But the black sedan was curtained too heavily and went by too fast for anyone to identify the rear-seat passengers. And the bosses who thus speed between their offices and *dachas* (country houses) twice daily during the summer are not one but numerous.

In a matter of minutes they are rolling along a smooth highway through charming country. It is like an enchanted land out of a Russian fairy tale. The *dachas* too have an air of enchantment. White walls and shining gabled roofs glisten through the dark evergreen foliage along the side of the Moskva River. But woe to the person who treads too nigh these magic dwellings without the proper MVD credentials. Once, while out for a drive the summer before last, we took a wrong turn and ended up at a tall green gate. There was nobody in sight, but realizing our mistake we made a quick turnabout. A figure in an MVD blue cap suddenly materialized from the bushes, waving his arms, red-faced and furious. As I pulled up he demanded to know where we were going. Having heard our explanation and apparently impressed by our car, he warned, "Don't let me ever see you around here again."

There are two main factors tending to discourage free social contact within Soviet high officialdom. The first is fear. Personal friends are potentially dangerous. If they know too much they may denounce you—or if they get into trouble your ties with them may incriminate you. During the great purges many persons were undone by their own family relationships. A prudent Russian today hesitates to confide even in his wife too fully.

The second factor that circumscribes the cultural as well as social life of the high Soviet official is work. The average workday of a Soviet official begins around 11 o'clock in the morning when, after a hasty breakfast, he heads for his office. There he works through steadily until after midnight, with brief time out at 4 and again at 9 o'clock for a bite in the buffet or dining room. "Reception hours" in most government offices and ministries run from 11 p.m. to 1 a.m., and during this time the official must be on deck just in case the Kremlin telephones or one of his superiors drops by with a query. He gets home about 2 in the morning, when his faithful wife has dinner ready—and so to bed.

Such is life among the upper Soviet official and managerial classes at or near the apex of the Soviet social pyramid. For leading citizens of a revolutionary new society their behavior patterns are surprisingly conservative and conventional. Indeed they are more restricted and inhibited than their counterparts in Western "bourgeois" countries.

The anti-Jewish campaign

THOROUGHLY alarmed by the flood of Jewish enthusiasm for Israel which sprang up in the Soviet Union in the winter of 1948-49, the Kremlin reacted sharply. Almost overnight the Israeli Legation was effectively isolated from further contact with the Jewish population. The MVD proceeded to the swift liquidation of Jewish social and cultural organizations.

Even more drastic was the systematic campaign to eliminate Jews from posts of responsibility and especially from positions involving contact with the outside world. In a matter of weeks all Jews serving with the Soviet occupation administrations in Germany and Austria were recalled. No more Jews were included on foreign missions and delegations. Today Jews are not even admitted to the special school that trains personnel for the Soviet foreign service. The same restrictions apply to the Ministry of Foreign Trade.

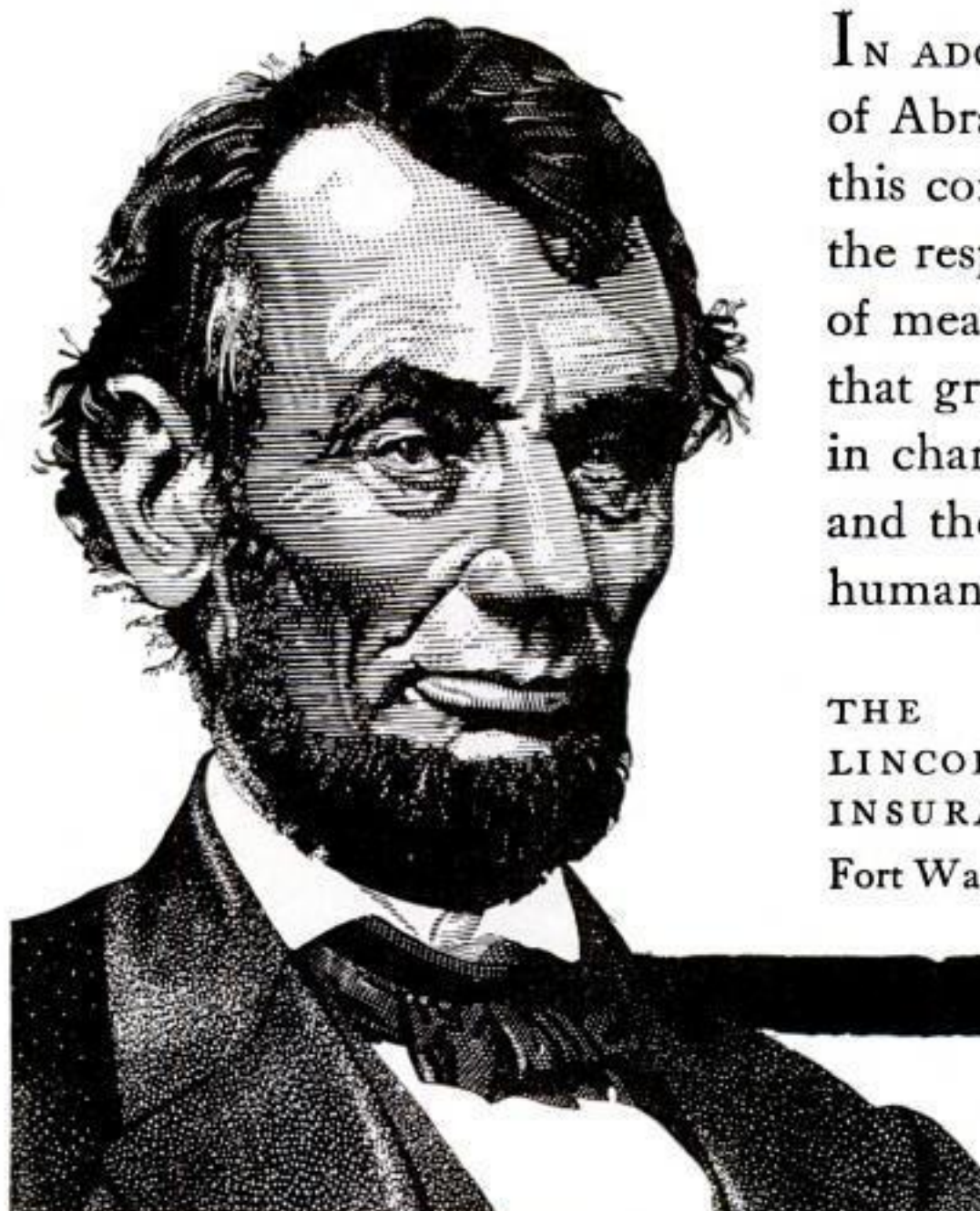
Elsewhere in the government and party apparatus a similar process of elimination has occurred. The one Jew on the Politburo is Lazar Kaganovich, a long-standing member with strong personal connections.

The campaign against the Jews entered its most blatant phase in January 1949 with the onslaught against the so-called "homeless" or "mongrel cosmopolites." Never were the "homeless cosmopolites" openly identified as Jews, but cartoonists depicted them with Faginlike profiles and the public got the point.

The only important Jewish writers to survive the literary purge were Ilya Ehrenburg and proverbial hatchetman David Zaslavsky. But even they went into temporary eclipse at the height of the campaign. Ehrenburg, whose Western European associations made

CONTINUED ON NEXT PAGE

The Obligation Of A Great Name



IN ADOPTING the name of Abraham Lincoln, this company assumed the responsibility of measuring up to that great name—in character, integrity and thoughtful, human service.

THE
LINCOLN NATIONAL LIFE
INSURANCE COMPANY
Fort Wayne 1, Indiana

*Its Name Indicates
Its Character*

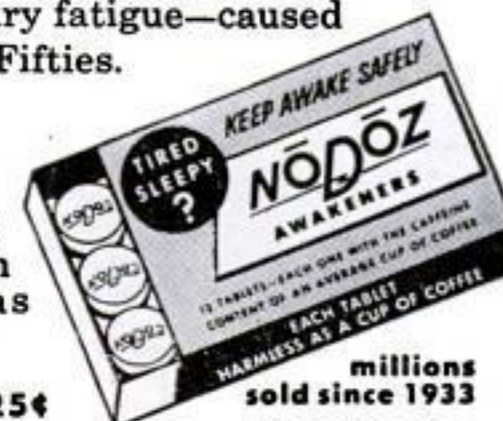


"FIGHT FATIGUE SAFELY" with **NODÖZ** AWAKENERS

Nearly all Americans get tired and millions of them use NoDoz Awakeners to fight ordinary fatigue—caused by the fast pace of the Fabulous Fifties.

YOUR DOCTOR WILL TELL YOU

that a NoDoz Awakener contains nothing but caffeine—the alerting agent of coffee. Each tablet is as effective and as harmless as a cup of coffee.



For sale everywhere—15 tablets 25¢

NEW, IMPROVED HEARING POWER!

You'll be thrilled with this battery! It's the new, improved "EVEREADY" hearing-aid battery No. 1005E! People who use their hearing aids 12 to 16 hours a day report up to 25% longer service. "Light-duty" users (2 to 4 hours daily) say they find new clarity of tone and reception! Greater economy! Ask your hearing-aid dealer!



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Brighter Shines WITH 1/2 THE RUBBING



Because it Recolors and
Polishes at the Same Time

- Kiwi helps to keep your shoes softer and more comfortable.
- ASK ANY G.I. ABOUT KIWI.

KIWI SHOE
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836 SO. SWANSON ST., PHILADELPHIA, PA.

IF YOU'RE A MAN OF ACTION you'll like

Improved Boxers with GRIPPER* Fasteners!



ACTIVE MEN who like all-around elastic waistband shorts find the answer to comfort in improved boxers with GRIPPER Fastener waist-opening!

They're easier to get in and out of... make laundering easier... are more convenient, neater and smarter looking. And what's more, the elastic lasts longer with the waist-opening feature.

GRIPPER Fasteners are on to stay—yet a cinch to snap and unsnap.

Women, who so often do the buying for the men in the family, have their reasons for buying boxers with GRIPPER Fasteners, too. They've learned GRIPPER Fasteners won't pop off... chip or break. They're laundry-proof and make ironing easier.

Next time you're shopping for shorts, tell the clerk, "Boxers with GRIPPER Fasteners, please." They're available in leading brands, everywhere.

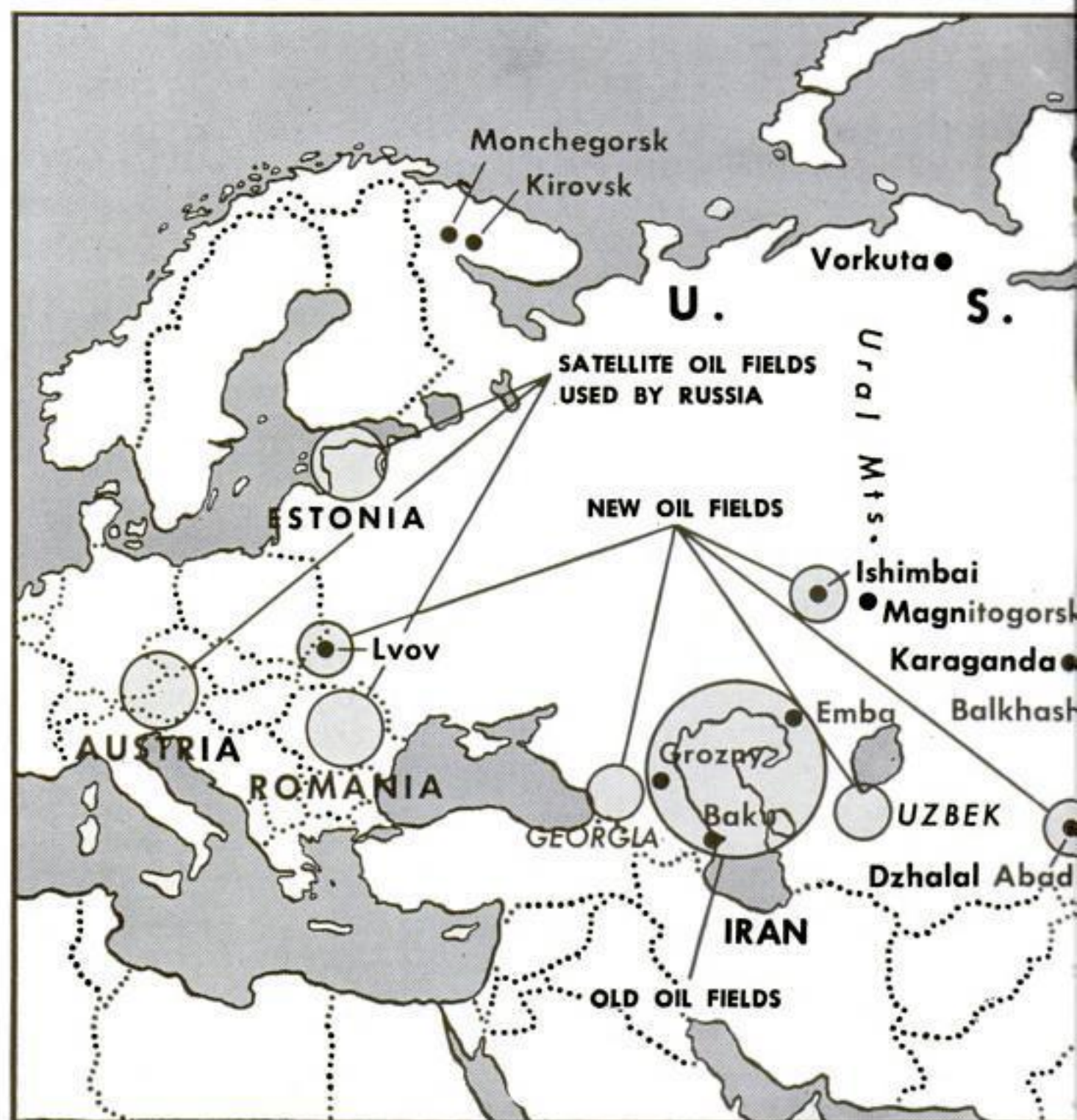
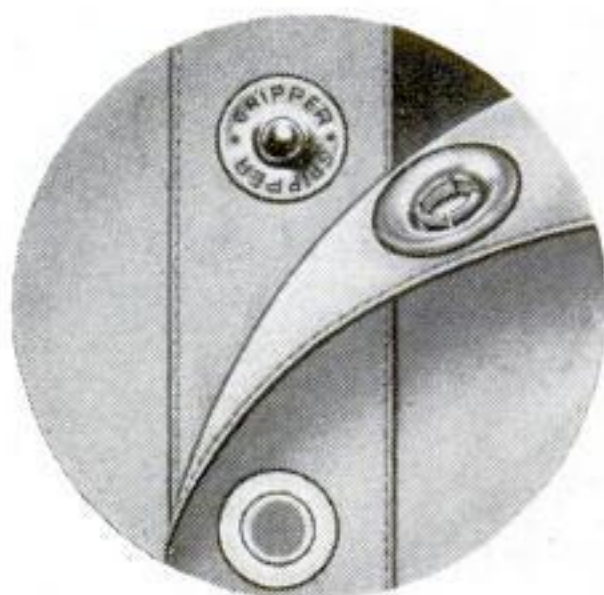
GRIPPER Fasteners for home attachment—available at notion counters everywhere.

GRIPPER* FASTENERS

*© by Scovill Mfg. Co.

THE LAUNDRY-PROOF SNAP FASTENERS
THAT END "BUTTON BOTHER"!

A PRODUCT OF SCOVILL



RUSSIA SEARCHES FOR OIL AND

The Kremlin, Stevens reports, is changing the map of Russia in a desperate effort to find new oil fields and disperse manufacturing centers. With reserves at Baku (above, in the OLD OIL FIELDS) slowly giving out, the U.S.S.R. counts heavily on Ishimbai, one of the NEW OIL FIELDS, which, however, is not the "second Baku" it was called a few years ago. Russia's oil-concession deal with Iran has fallen through, so she continues sucking as much oil as possible from satellite states while allotting more money every year for prospecting. Some observers feel lack of oil is a big reason for Russia's avoiding large-scale war at present. Meanwhile she is enlarging the industrial centers that are remote from her

LIFE IN RUSSIA CONTINUED

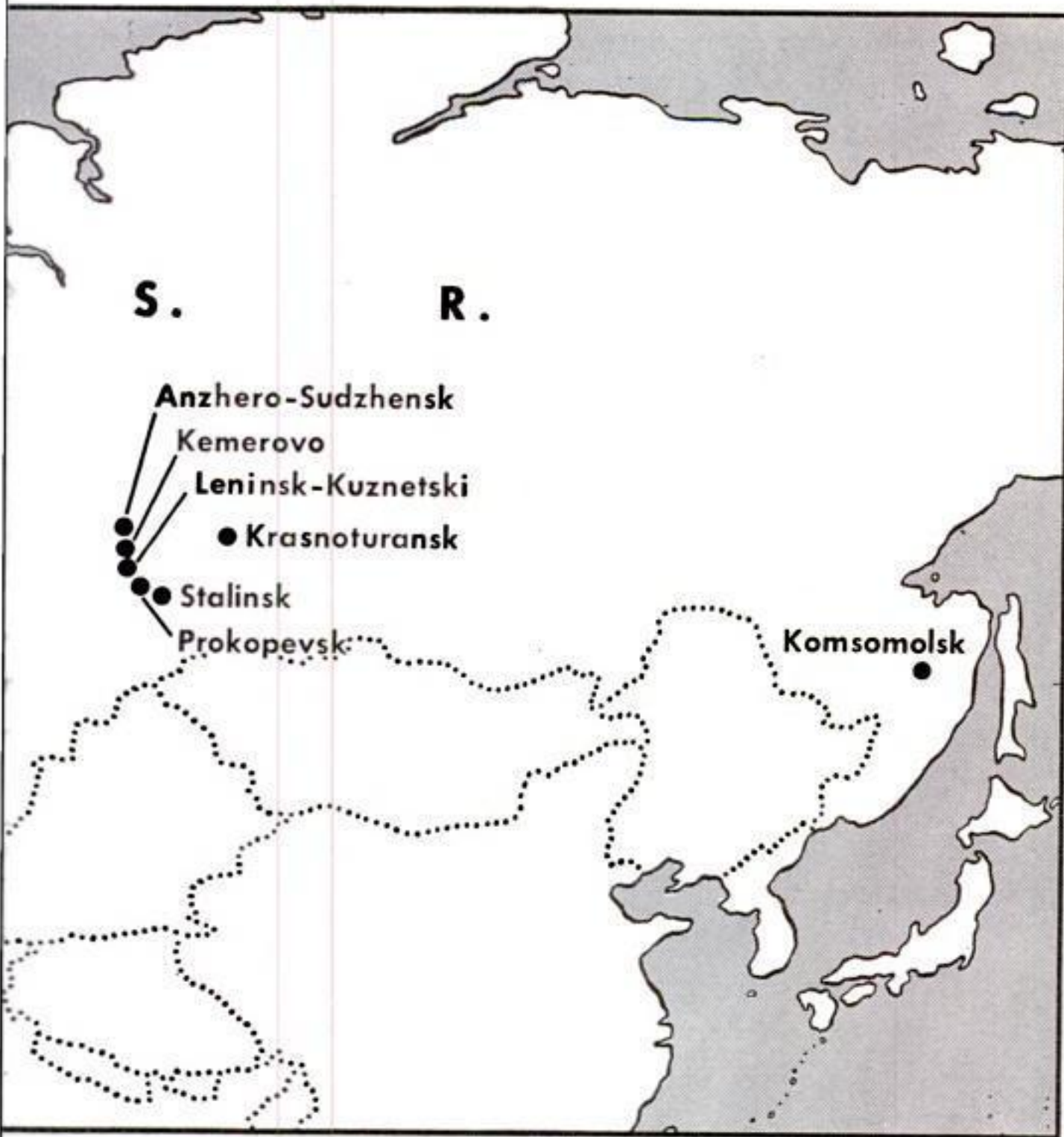
him a likely target for charges of "cosmopolitanism," forestalled attack by penning virulent attacks on Zionism and by publicly insulting Mrs. Meyerson, the Israeli minister. On being introduced to him at a diplomatic reception, Mrs. Meyerson addressed Ehrenburg in English, a language he affects not to know. He cut her short by remarking that nothing disgusted him more than to hear a Russian-born Jewess speaking English.

Some weeks later, when I asked Mrs. Meyerson whether her legation was still hoping to arrange for Soviet Jewish immigration to Israel, she smiled and said, "After all, we are realists."

While the Soviet press misses no opportunity to publicize discrimination against Negroes in America, it carefully avoided publicizing that Dr. Ralph Bunche, the United Nations mediator in Palestine, was an American Negro. In fact, Dr. Bunche and his activities had no press at all in the Soviet Union until he turned down the offer of a post as Assistant Secretary of State. Thereupon the Soviet press made much of his refusal and his criticisms of the color bar in Washington.

THE shabby treatment accorded Miss Anna Louise Strong, the American writer deported from Russia last February after a lifetime of loyal service to the Communist cause, has doubtless baffled many persons. Actually, there is a rational explanation. The fact that Miss Strong has been a pro-Soviet wheelhorse for 30 years counted for naught once she grew restive in the traces. For almost a year Miss Strong had gone around Moscow grumbling about the "bureaucrats" of the press department who prevented her from getting good stories and, in particular, blocked her cherished project of going to Communist China via the overland route to Manchuria.

Being an enterprising woman, she refused to be put off. When she got nowhere with the Russians, she sought out visiting Chinese Communist and North Korean officials and delegates in their hotel rooms. They, not knowing the situation and impressed by Miss Strong's reputation and purported friendship with Mao Tse-tung and the Kremlin higher-ups, rashly promised to assist her. When



BUILDS NEW INDUSTRIAL CENTERS

western frontiers. As far east as Komsomolsk and as far north as Monchegorsk, cities are expanding around big factories. Biggest of all is Magnitogorsk, where population has doubled since 1939 and more iron and steel is reportedly made than was made in all of czarist Russia. Krasnoturansk (aluminum) is now big enough to need 20 grammar schools. Stalinsk (site of a metallurgical combine) has grown from 4,000 people in 1918 to 250,000. Komsomolsk (steel), founded in wilderness only 17 years ago, now has 150,000 people. Most of these Russians, Stevens explains, were forced to move to these cities during the war to work in the factories. Since the war they have been "persuaded" to stay on.

the Soviet authorities learned of this they were furious. Meanwhile some of her less discreet remarks, including favorable references to Marshal Tito, doubtless had got back to them.

That settled it. The one way to stop her, the Kremlin doubtless figured, was to blast her reputation by accusing her of espionage and expelling her in disgrace from the Soviet Union.

People vs. police state

IN the coming years the strongest, most determined foes of the Russian police state are likely to develop east of the Iron Curtain, where not even forcible indoctrination can neutralize the lessons of immediate knowledge and experience. There are in Russia today legions of thinking, intelligent people who chafe under the omnipotent police state and long with their whole being for freedom. The Russians as a race are neither domineering nor aggressive nor xenophobe. They are warmly human, gregarious and endowed with an avid and friendly curiosity about other peoples. All these qualities tend instinctively to alienate them, if not from the Soviet system, at least from its present policies at home and abroad. Moreover thousands upon thousands of people in all walks of life have at some time sustained some deep personal hurt from the police regime. Each new purge or "ideological campaign" adds new contingents of malcontents.

The mental outlook of the average Soviet citizen passes through three main stages, according to age groups:

- 1) Below 25 years of age, most susceptible to intense indoctrination—the glowing visions conjured by propaganda appeal to the youthful imagination, unsullied as yet by worldly experience.
- 2) From 25 to 35, gradual frustration of hopes.
- 3) After 35, final disillusionment. This breeds hard, selfish cynicism, resigned routine-conditioned apathy or intense inner rebellion, depending on the status and make-up of the individual.

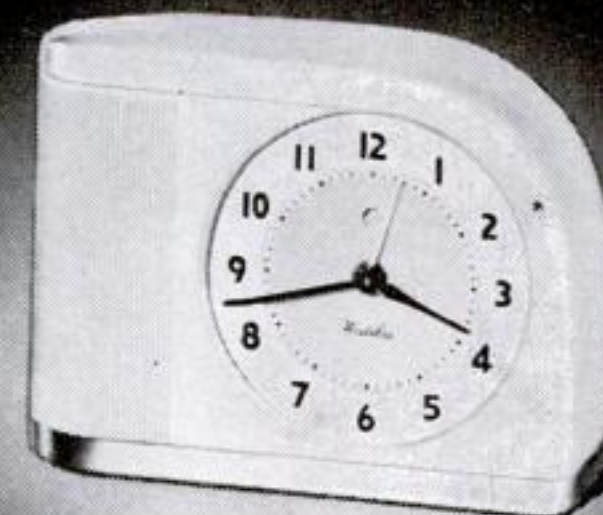
It is essential that the West learn to distinguish between the police state and the Soviet people, for if the former is an implacable foe, the latter, unless stupidly antagonized, are potential friends and allies. And it is they who eventually will decide their country's destiny.

Four thoughtful ways to say

"Best Wishes"



Trudalarm, Shutter front and easel back close this clever little clock like a clam for traveling. Tucks easily into corner of a bag. Luminous dial. \$7.25.



Moonbeam Electric Alarm, will start their new life off on time. Calls 2 ways; first, silently with a blinking light, then audibly. \$9.95. Luminous, a dollar more.

Dunbar Electric Wall Clock will keep her home running on time. Plastic case, tilted forward for easier reading. In ivory, white, red or green finish. \$5.95.

Electric Switch Clock Automatically operates the roaster, lights, turns radio programs on and off, also has coffee ready in the morning. \$12.50.



FOR THAT BRIDE-TO-BE . . . beautiful, practical gifts that say "best wishes" and say it handsomely. Give her all four—and she'll possess the magnificent gift of complete time equipment for her home. See these—and the host of other Westclox gifts—at the nearest store that sells good clocks. Prices do not include tax and are subject to change.



Westclox, La Salle-Peru, Ill. In Canada: Western Clock Co., Ltd., Peterborough, Ont. *Trade Mark Reg. U. S. Pat. Off.



BLACK SUITS AND BIG HATS go well together. The exaggerated size of the headgear sets off the deliberate plainness of these one-piece bathing suits, which are (left to right): a Catalina (\$14.95), Jantzen (\$15.95), Tina Leser (\$22.95).

POSIES AND PINK TERRY CLOTH are worn together on opposite page. → Artificial flowers which adorn sombrero are \$1 each (Heineman). Toga (Bonnie Cashin, \$14.95) has big pockets in the pieces which are thrown over the shoulder.

Summer Beach Fashions

Americans turn to one-piece suits, big straw hats, togas and T-shirts

Last month in his Paris salon Captain Edward Molyneux broke a proud Paris tradition by showing a sportswear collection labeled "selected in America." He included suits by the American designers whose 1950 summer beachwear is shown on these pages. Some of the styles, designed for long-legged American girls, came as quite a shock to Parisiennes who saw them worn by short-legged French models and were ready to reject them out of hand. Molyneux, however, was sure they would come around.

American women, in their turn, have long ago rejected France's famous beachwear innovation, the scanty, two-piece Bikini bathing suit (LIFE, Sept. 12, 1949). The two-piece suit in general is running a poor second this summer

to the one-piece suit (pp. 142-143). Since this means losing bare midriffs, designers compensate by cutting the suits high on the thigh (see cover) to retain a bare look.

The 1950 beachwear ideas come from native classics like T-shirts and everyday materials like toweling, as in the practical but startling salmon pink toga on the opposite page. They are also influenced by foreign styles, as in the Riviera "pirate pants" on page 140 and the straw hats above, which were brought back from international winter resorts like the Virgin Islands, Jamaica and Hawaii. The hat shapes add drama to plain black bathing suits and show signs of reviving big sunshade straws this summer on beaches everywhere from Skowhegan to San Diego.





KNEE-LENGTH SHORTS, called "pirate pants," are copy of a style popular on the Riviera last summer. Made of striped piqué, they fit tight to the thigh and

have a fly front. The absorbent worsted jersey middie fits loosely, is long enough to cover wet bathing suits. (Shorts: \$7.95; middie: \$12.95; both by Cabana.)



PARED-DOWN T-SHIRTS worn with short shorts have classic stripes but are cut to reveal bare areas. Emily Wilkens' red and black cobbler's apron playsuit

(left, \$19.95) leaves midriff uncovered. Shepherd's striped top (center, \$1.98) and Carolyn Schnurer's purple and white shirt (right, \$10.95) are scooped out at neck.



TWO-PIECE vs. ONE-PIECE: Numerically this battle is going to the one-piece suit by the ratio of three to one. The single example of two-piece style above is made of men's cotton handkerchiefs with knots at side of trunks (Tina Leser, \$22.95). The others are, left to right: plunging-neck halter style with peg-top pants

in green plaid gingham (Carolyn Schnurer, \$15.95); slim torso suit in orange nylon taffeta with fancy cut-out edging (Reel-Poise, \$17.95); red plaid gingham with cuffed, strapless top, pleated kilt skirt (Schnurer, \$12.95). The torso suit with simple lines and a dressed-up strapless top cut like that of an evening gown is



season's outstanding new style, looks especially good in black, although brilliant orange is newest high-style shade for beach clothes. The nearly nude sandals (Joyce, \$8.95) which are also bright orange, carry the popularity of thin stripped shoes (LIFE, March 13) from city streets to the sand.

CONTINUED ON NEXT PAGE

Hi-C The WHOLESOME Family Drink!

Children
Love its Fresh
Orange
Tang

You Will Too!



Enriched
with Vitamin C

Discover Hi-C yourself!
It's the original! See why this wholesome family drink is taking the country by storm.

Pour yourself a big glass.
Drink it down. Mmmm! *Tastes Good!* Tastes so good you and all the family will want more—this very minute. And there's good reason to fill those glasses again and again . . .

Hi-C is a healthful drink. Its fresh orange tang comes from juicy, tree-ripened oranges. It's enriched with added Vitamin C and dextrose. One 8-oz. glass gives you 30 milligrams of Vitamin C—daily minimum requirement for an adult.

Hi-C is non-carbonated. Drink as much as you like, as often as you like. Buy it two ways . . . in the big, economical 46-oz. can serving 8 to 10 . . . and the 12-oz. can . . . just right for two. Hi-C's *naturally good!* So good you should *always* have several cans in your refrigerator. Get Hi-C, the all-day family drink, from your grocer today.



Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Hi-C Ready to Serve...
Economical!
Non-Carbonated...

Another Clinton Foods Product... Packers of Famous **Snow Crop**

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Here's the Only Shampoo Guaranteed Not to Rob Hair of Its Natural Oils

New, Improved Shasta doesn't destroy precious, natural oils your hair must have to be naturally soft, shiny, healthy

LOOK FOR THESE BEAUTY BENEFITS WHEN YOU WASH YOUR HAIR WITH SHASTA

- 1** GLEAMING SHEEN
- 2** SOFTER LOVELINESS
- 3** FULL NATURAL COLOR REVEALED
- 4** EASIER-TO-SET
- 5** UNBELIEVABLY LONG-LASTING WAVES

PROCTER & GAMBLE'S GUARANTEE
Shasta does not rob hair of its natural oils. Leaves hair looking its loveliest. Procter & Gamble guarantees this or your money back.



NEW, IMPROVED

Shasta BEAUTY CREAM Shampoo

Doesn't Rob Hair of Natural Oils

If you're not entirely satisfied with the appearance of your hair, join the thousands of women who are now switching to new, improved Shasta. Shasta not only washes hair sparkling clean—but does it without robbing hair of natural oils it must have to be naturally soft, shiny—healthy.

Try new improved Shasta today. See how lovely your hair can look. Remember, Shasta doesn't rob it of its natural oils.

BEACH FASHIONS CONTINUED



WINDBREAKER of striped gray and white ticking (Bonnie Cashin, \$14.95) goes over a brief black suit to protect arms from burn. It has a stiffened square hood that serves as a sun visor for reading on the beach.

CANE BASKET of woven straw is imported from Italy, has been copied by Marshall Field. It is big enough to carry lunch, lotions and literature and can be stuck in the sand. This suit and model are also shown on cover.



PATENT SANDALS make bright accents for black beach wear in duller textures. These (Town & Country, \$7.95) go with dull cotton broadcloth kilt (Wedgewood, \$7.98) which has checked bloomers underneath.

HALTER of sheer chiffon with an appliquéd, beribboned medallion is one simple but elegant way to ring changes on plain black bathing suit. Here the scarf (Schnurer, \$5.95) is worn tucked into the belt of the suit.





Your wise care is his only safeguard against discomfort.

CARE TENDERLY FOR HIS THINNER SKIN



You carefully sponge his tiny body before he goes to bed. The moisture and lint that might have accumulated since his morning bath could so easily irritate that tender skin. His skin is really thinner than yours—skin studies show it chafes quicker, is “injured” more easily. Your baby trusts you to keep his thinner skin from harm.



You always find time to change him—it's so important to keep that tender skin dry and comfortable. It's important, too, to choose a bathroom tissue with 3 “tender skin” qualities. Gentle softness you *know* doesn't chafe. Quick absorbency for truly clean cleansing. And exactly the right strength to resist tearing or shredding.



More mothers every day are finding this ideal combination of “tender skin” qualities in ScotTissue. ScotTissue's touch is “old-linen” soft on baby's thinner skin. Up to 6 months, try padding his diapers with 20 or more sheets of fluffed-up ScotTissue. Just flush away the soiled tissue. Saves you laundering . . . and baby will like it too.

Trade Marks “ScotTissue,” “Soft as old linen” Reg. U. S. Pat. Off.

ScotTissue is Soft as old Linen



To make a party loads of fun
 And safer, too, for everyone,
 Use Dixie Cups when drinks you pass;
 Then no one gets the other's glass!

DIXIE CUPS

To help prevent the spread of colds and other ills within the family, use Dixie Cups in the bathroom and kitchen. Do away with that germ-spreading bathroom tumbler. Now on sale with attractive plastic holder at local stores.

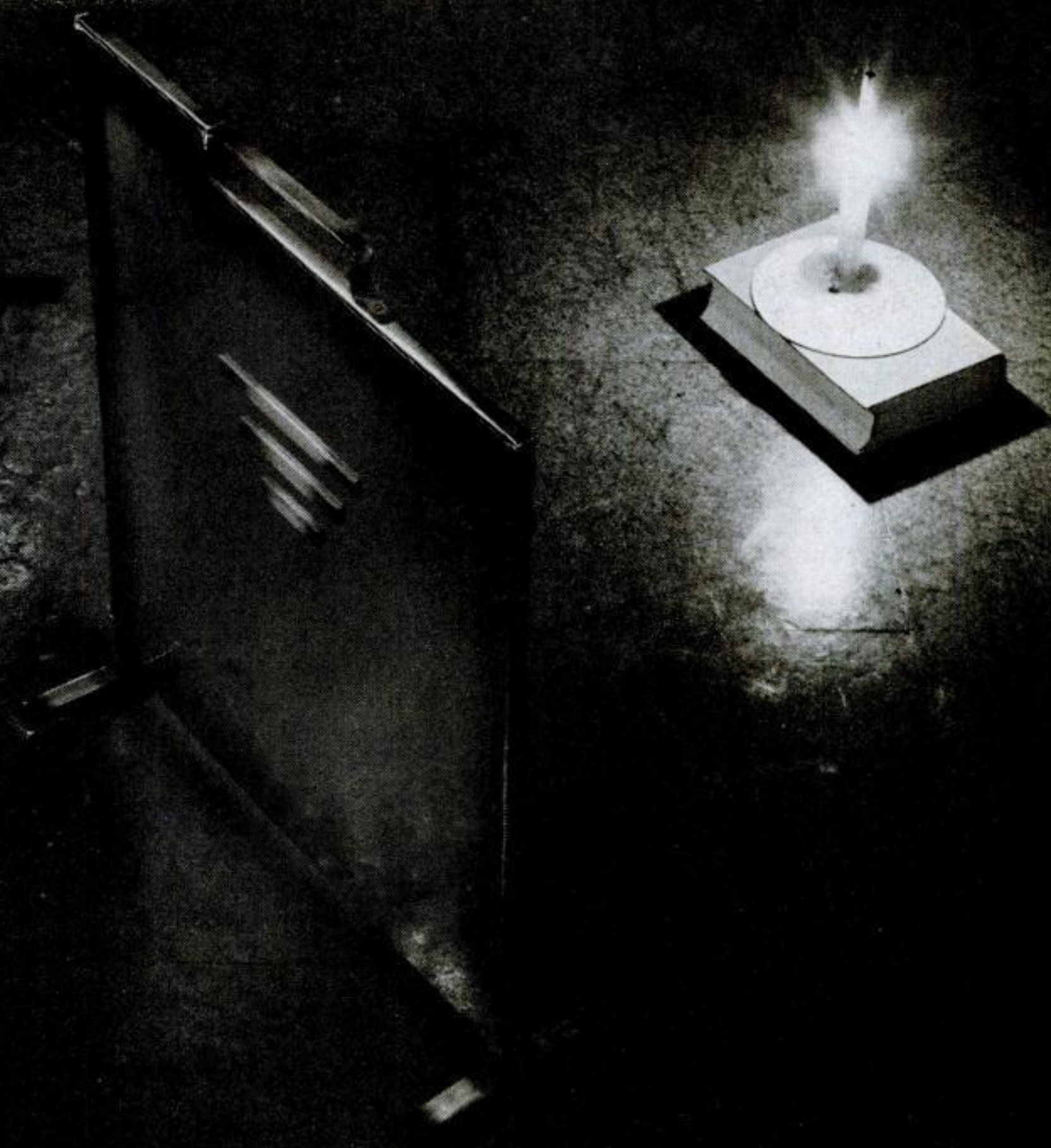
Dixie Cup Company, Easton, Pa. Original Makers of the paper cup



REGISTERED TRADE MARK OF THE
 DIXIE CUP COMPANY. DIXIES ARE
 AVAILABLE IN MANY SHAPES AND SIZES



SEEKING THE LIGHT, a mechanical turtle named Elsie finds its way toward a small, flickering candle, behind screen at right, which stimulates photoelectric eye



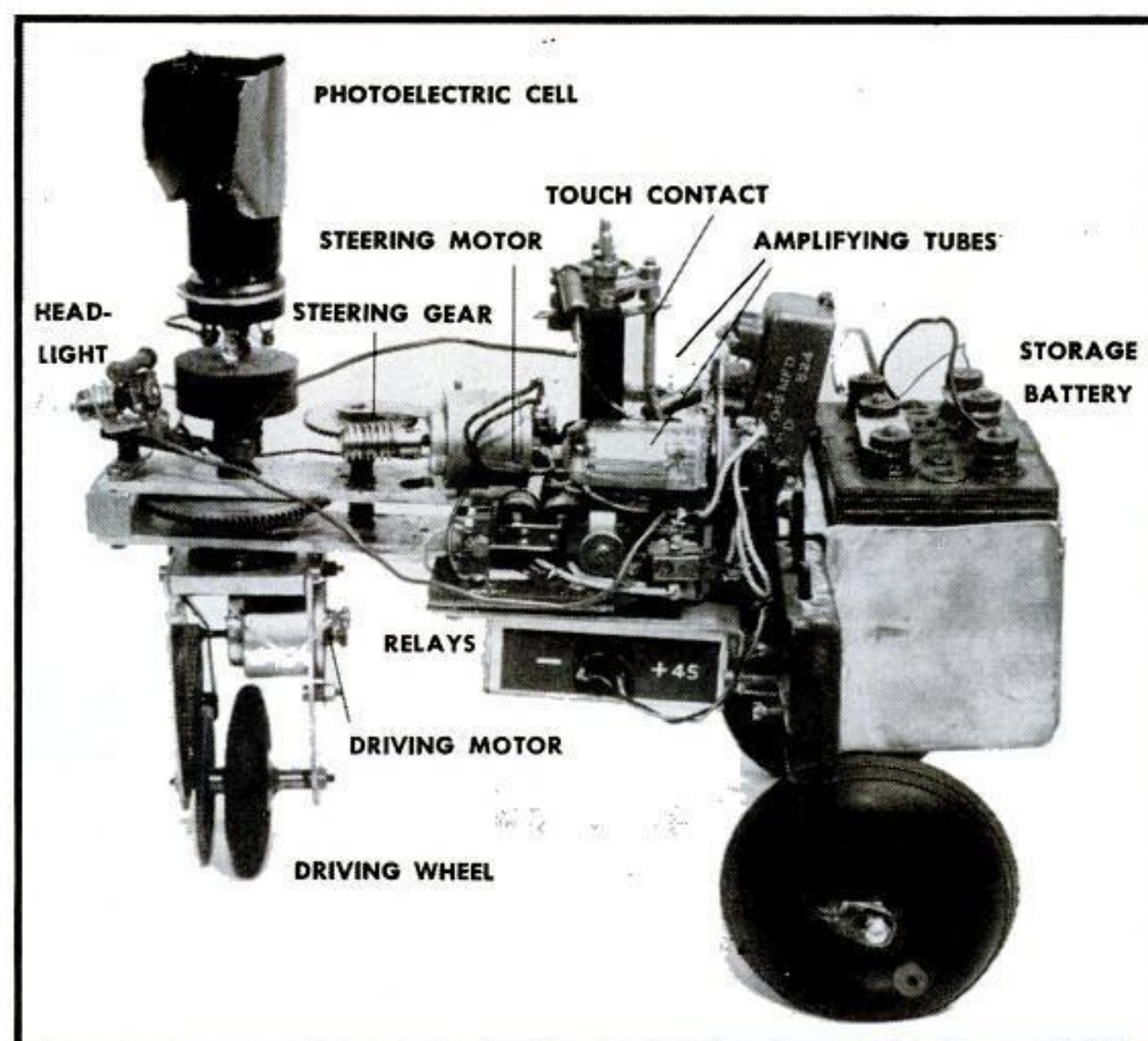
in Elsie's head. A small light placed atop the turtle's back, and shielded from the sensitive photoelectric cell, traces the glowing trail of Elsie's route in this time exposure.

MACHINES TURN TURTLE

Mechanical pets show a low order of intelligence

In the great gallery of creatures that man has turned into household pets none is stranger than the pair of turtles kept by English neurophysiologist Dr. W. Grey Walter. Named Elsie and Elmer, they are extraordinary because they have wheels instead of legs, photoelectric cells instead of eyes, electric motors instead of muscles, a set of relays and tubes for brains and, though mechanized, are capable of a low level of intelligent thinking. They roam contentedly about the living room of Dr. Walter's home in Bristol, snuggle up close to their master's feet and display a passing attraction for one another. When they are tired and their batteries run down, they return to their nest for electrical nourishment.

The secret of their animal-like behavior is in their sensitivity to light. When they detect light with their photoelectric cells, they are attracted to it (*above*). If the light is too intense, they are repelled. If, in wandering, they bump into an object—a foot or a piece of furniture—the impact sets off a spasm that forces them to keep nudging the obstacle until they have worked around it. So far the turtles have not revealed to Dr. Walter any secrets about workings of the brain, but he is struck by the fact that the behavior of Elsie and Elmer is as unpredictable as that of real animals. They never trace exactly the same pattern and when confronted with two lights seem to exercise a free choice between them in ways Dr. Walter cannot foretell.



UNDER TURTLE'S SHELL are organs sensitive to both light and touch. They send electrical impulses to relays and tubes that control mechanical creature's two motors.

Vitalis "LIVE-ACTION" care...

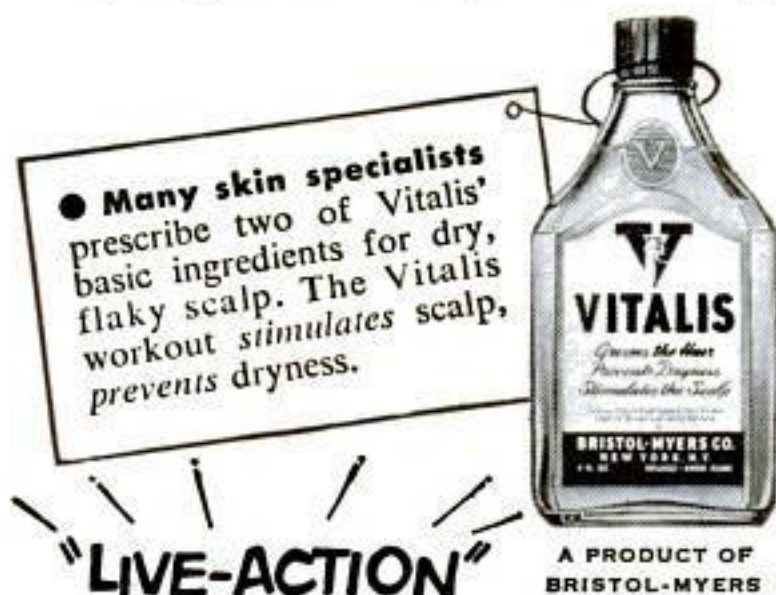


FEEL the difference in your scalp! What a wonderful wake-up glow—when you use Vitalis "Live-Action" care. That's Vitalis and the "60-Second Workout!" 50 seconds' massage with *active* Vitalis (1) stimulates scalp (2) prevents dryness (3) routs flaky dandruff (4) helps check excessive falling hair. Then 10 seconds to comb and you're all set!

...gives you HANDSOMER HAIR

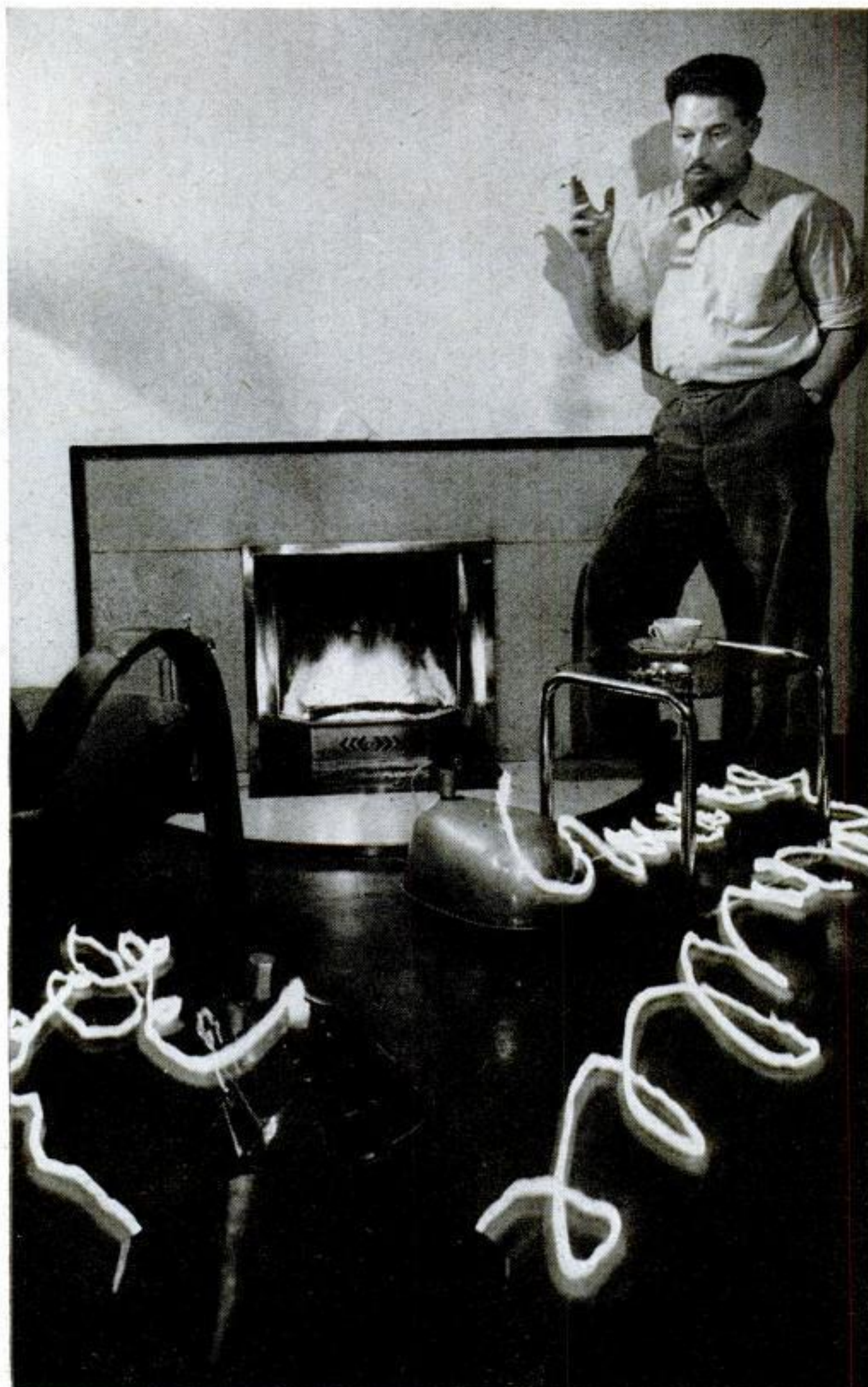


SEE the difference in your hair! How much neater, handsomer your hair is—set to stay that way all day! Natural-looking—never "slicked down." Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil. For a scalp that *feels* its best and hair that *looks* its best, get "Live-Action" Vitalis at any drug counter or at your barber shop.

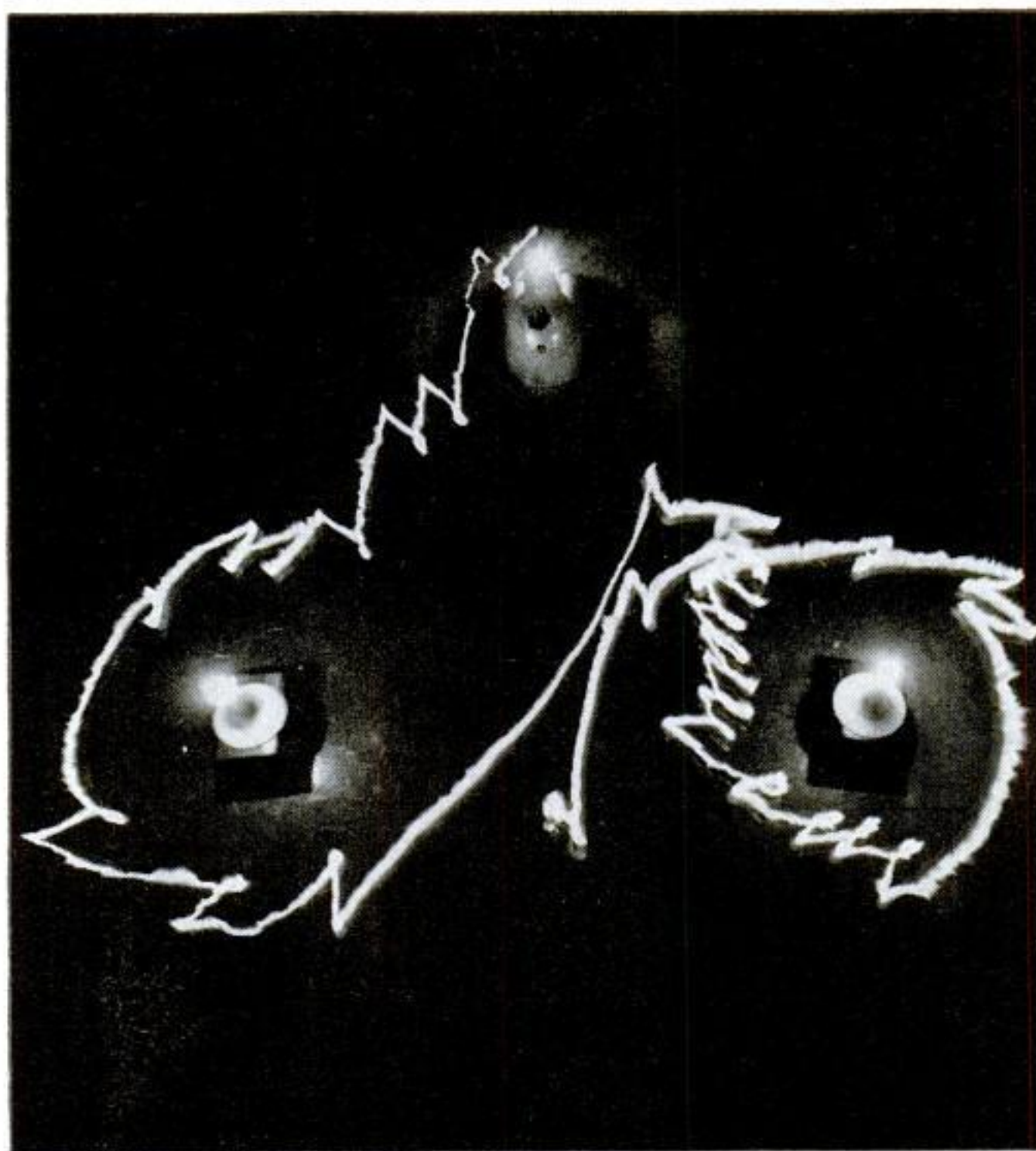


***VITALIS** and the
"60-Second Workout"

Mechanical Turtles CONTINUED



TURTLES' INVENTOR, Dr. Walter, contemplates his mechanical brain-children as they find their way toward fire in living room. Elmer (left), whose reactions are generally slower than Elsie's, traces a heavier path of light. Typical curlicues in path are result of turtles' pivoting on their single front wheels.



TURTLES' DILEMMA is presented by two candles which exert an equal attraction. Elsie, who starts at top center, solves the problem by moving first to the candle at left and then circling it. When the electric eye, which guides the front wheel, catches sight of the second candle, Elsie abandons first light.

CONTINUED ON PAGE 151

SCHICK SHAVERS

Get faster, closer electric
shaves with new preparation!

● Now you can get quicker, longer-lasting shaves from your Schick Electric Shaver—with sensational new Letric Shave. Just dash a few drops on your face *before* shaving.

"Saves time—leaves
face feeling swell"

R. GRIFFITH
Burlington, Vt.



Letric Shave lubricates and smooths down skin to overcome "shaver drag," helps save precious minutes.

"Shaving is closer—
and much easier"

J. STREETER
San Francisco, Cal.



Letric Shave conditions face and beard to help you get a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE—Use Letric Shave with any make of shaver. At dealers everywhere—or send name and address to The J. B. Williams Co., Dept. LE-2, Glastonbury, Conn., U.S.A., for generous free bottle. (Offer good in U.S.A. and Canada only.)



Oh, my aching back!



and for that stiff, tired
arm, hip and leg

● When overexertion leaves your muscles sore and lame, rub on Absorbine Jr.!

First, it cools and soothes those sore places. Second, it counters the irritation that causes the pain with a grand muscle-relaxing effect.

Get Absorbine Jr. wherever drugs are sold ... \$1.25 a bottle ... Introductory Size 15c.

W. F. Young, Inc.
Springfield, Mass.



Absorbine Jr.



"Getting The Boat Ready," by Douglass Crockwell. Number 42 in the series "Home Life in America."

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindliness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



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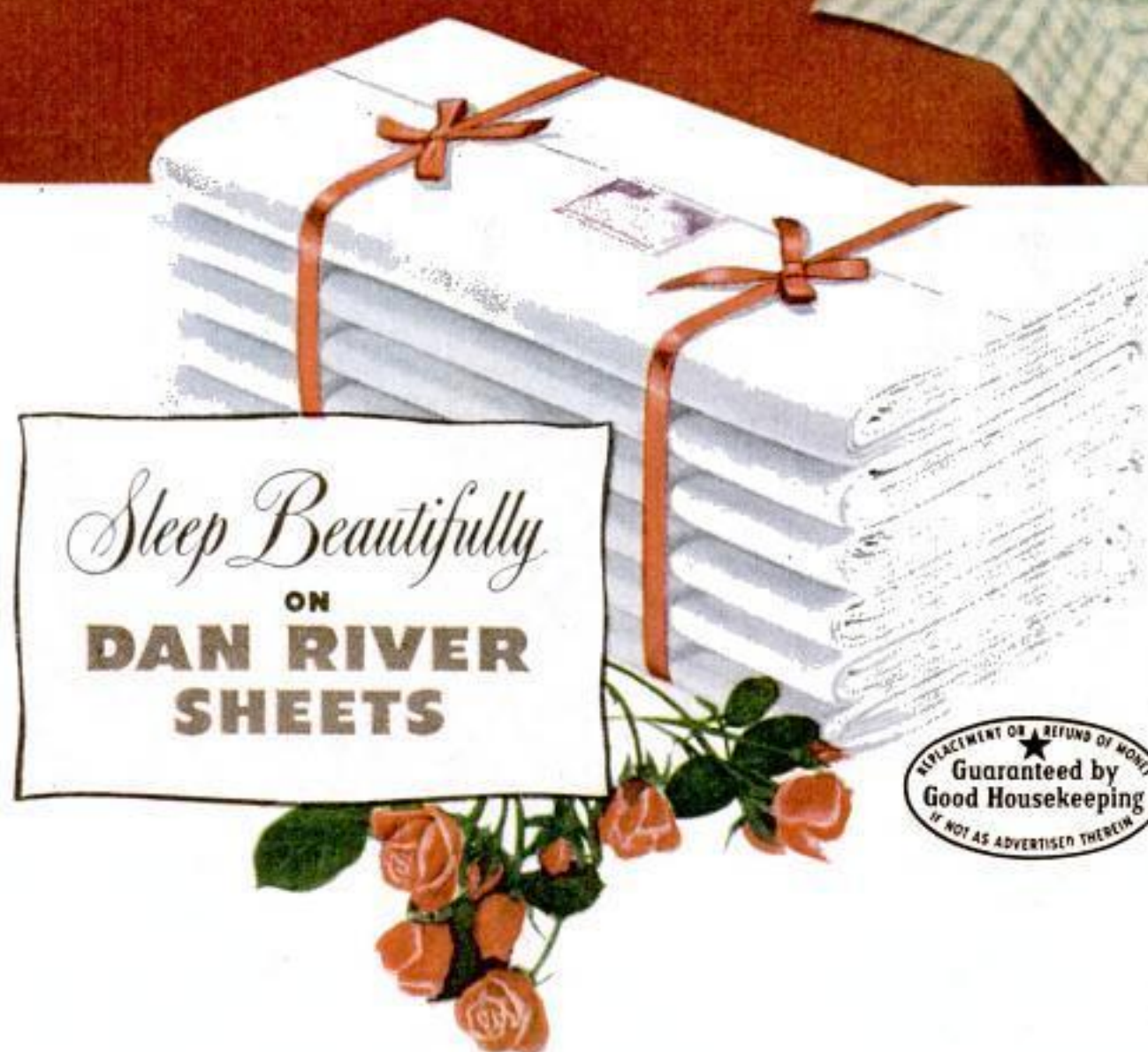
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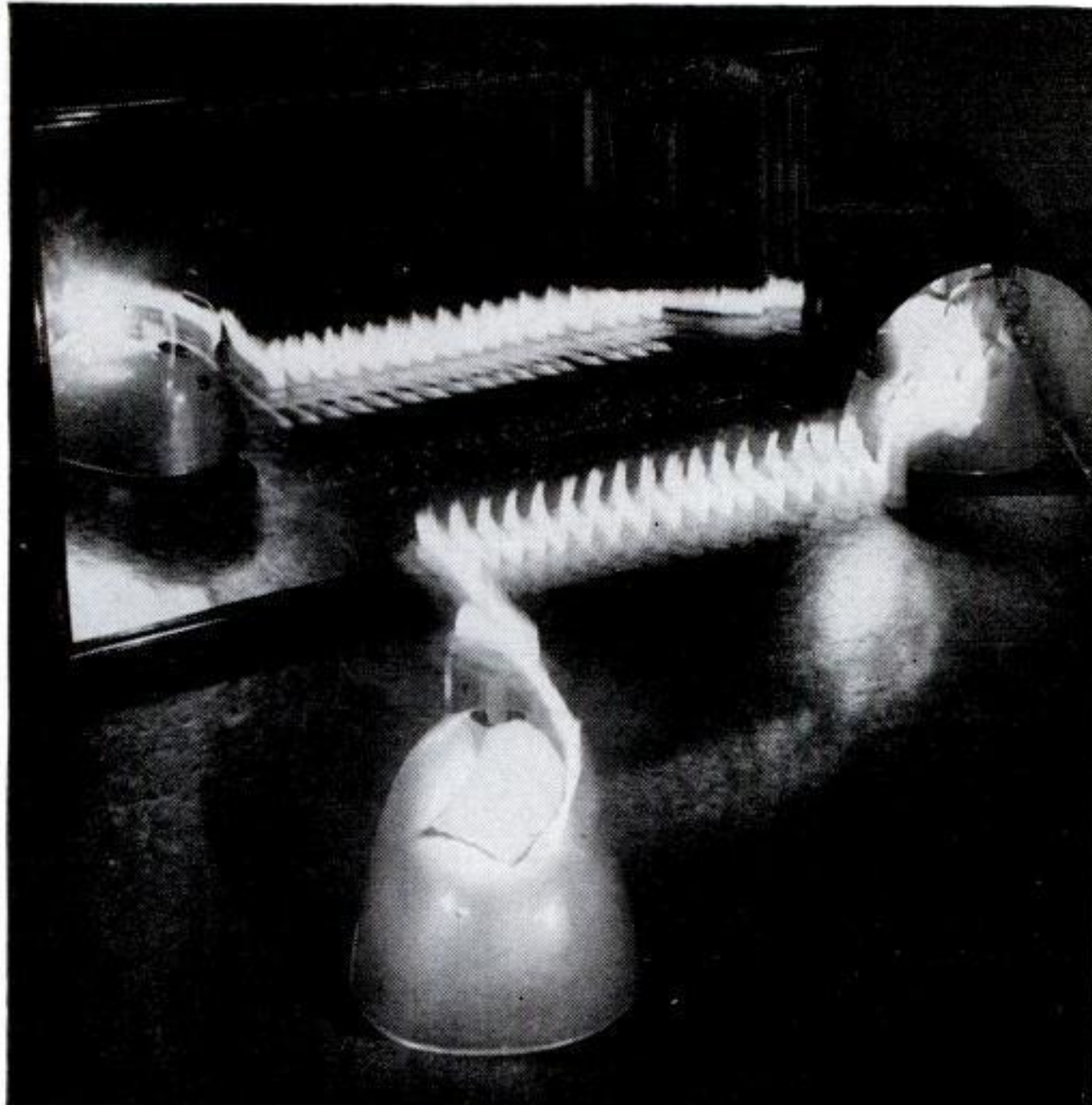
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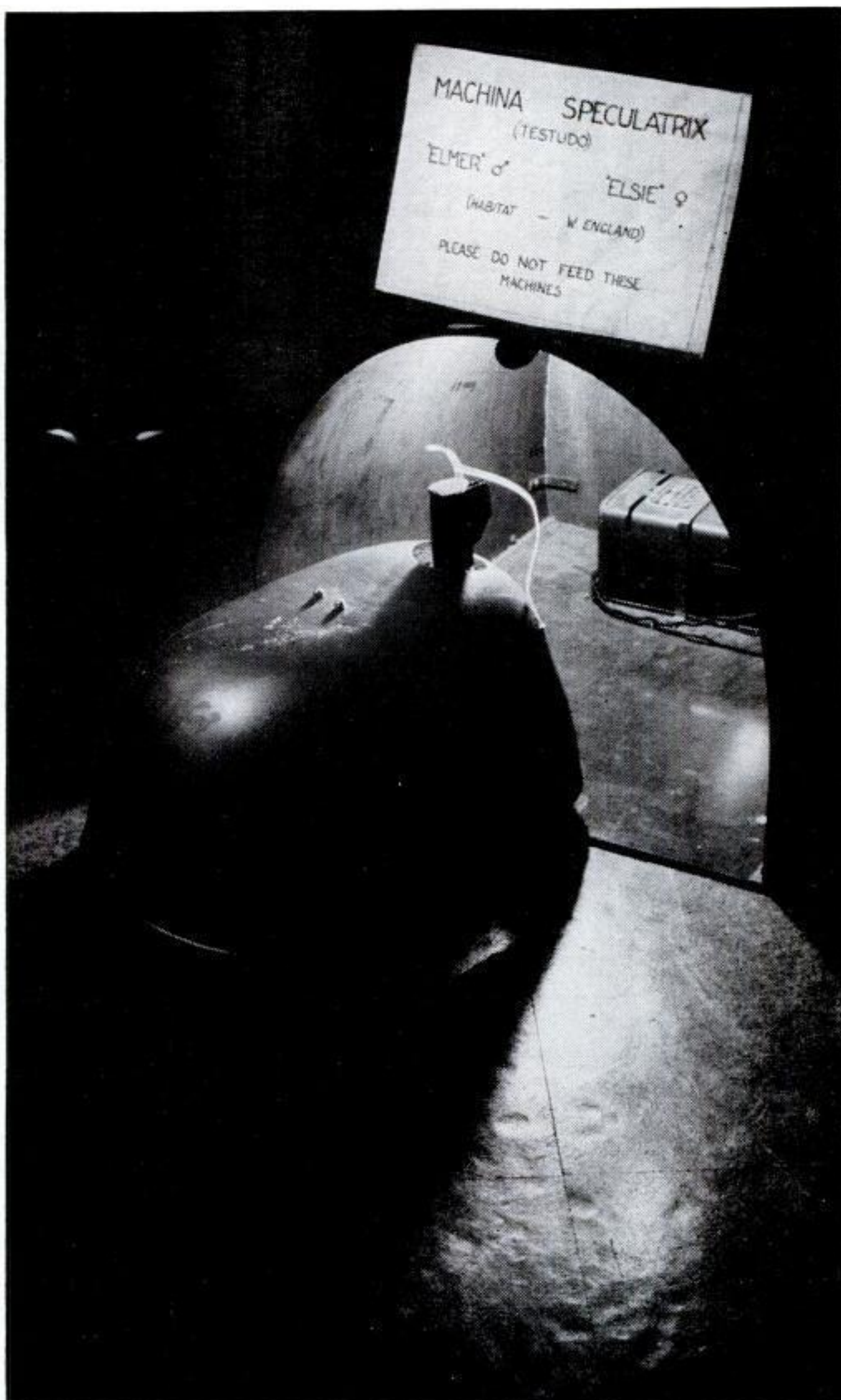
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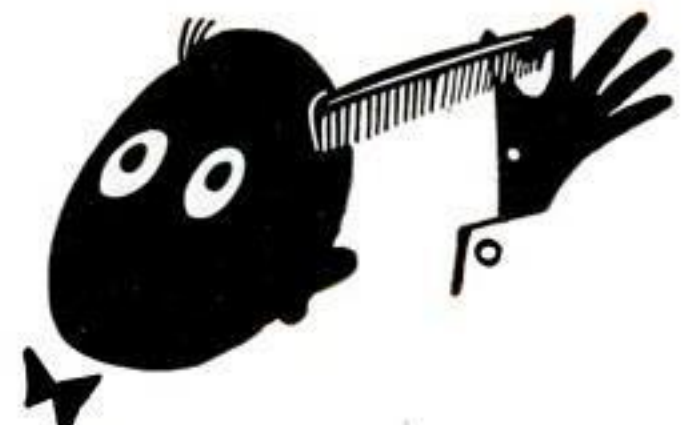
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AFTER DANCE, with her battery run down, Elsie moves to strong light in hutch which, except when she is in weakened condition, repels her. Dr. Walter's scientific name for Elsie and Elmer is Machina Speculatrix, observant machine. He plans soon to build another synthetic animal that will hear as well as see.



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Lo-o-o-nger life



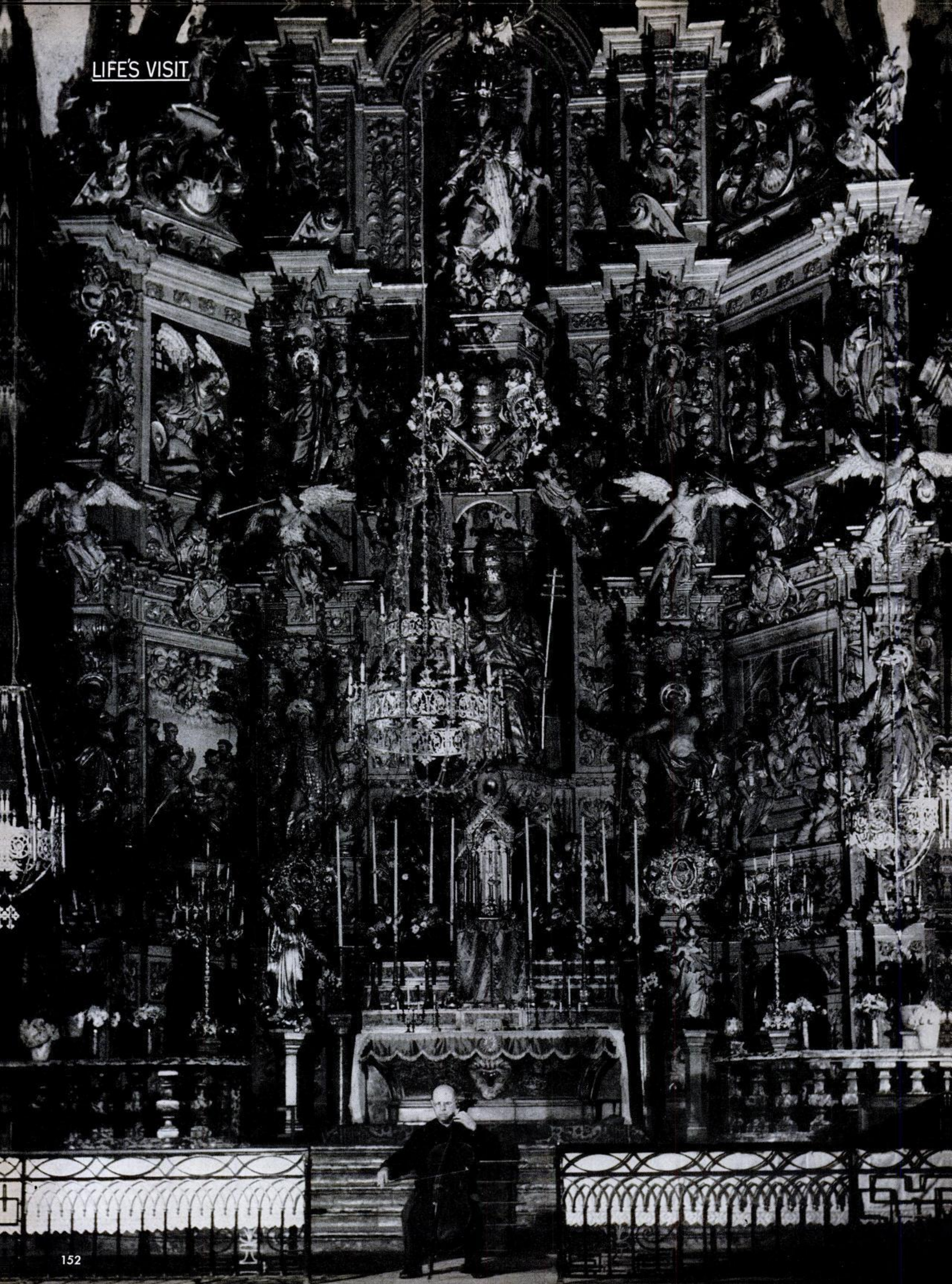
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CASALS IN 1918

Pablo Casals

AT LAST HE IS PREPARING TO PLAY IN PUBLIC AGAIN

PHOTOS BY GJON MILI
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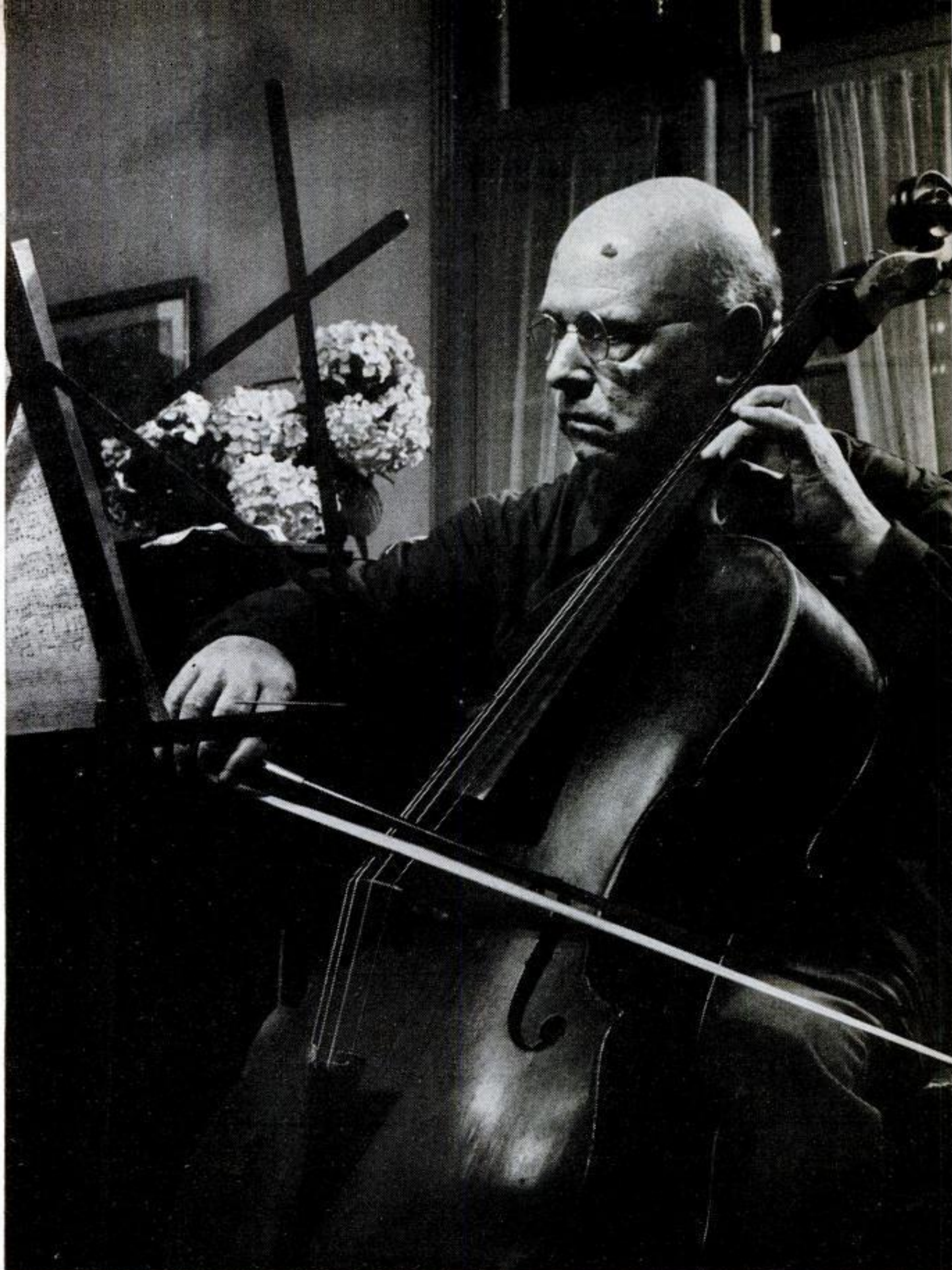
IN the little village of Prades in southern France preparations are going forward for a festival which will constitute one of the most stirring musical occasions of this century. The festival will be one of numerous events this year celebrating the 200th anniversary of the death of Johann Sebastian Bach, perhaps the greatest composer of all time. What makes it unique is the reappearance in public, after 3 years of silence, of the musical world's great voluntary exile, Pablo Casals. For the past few months, as the pictures on these pages show, this stocky 73-year-old cellist has been at work preparing himself for the event with the fervor of a youngster about to make his professional debut.

To concertgoers and musicians Pablo Casals is a very special person. It would be faint praise to refer to him as the world's finest cellist, which he certainly is, or even the world's supreme interpreter of the music of Bach, which he probably is. The flawlessness of his technique and his uncanny artistry have made him the model and the ideal of a whole generation of musicians. There are no living violinists, and few pianists and conductors, who can claim equality with him as an artist. Yet Pablo Casals has been conspicuously absent from the world's great concert halls. His self-imposed exile has been a heroic gesture against what he considers one of the great political and moral injustices of our time: the world's recognition or tacit approval of the present government of his native Spain.

In planning to celebrate Bach's bicentennial music lovers naturally thought of Casals. From all over the world urgent invitations were sent to "Pablo Casals, Prades, Pyrénées Orientales, France." Pablo Casals refused them all, as he had refused a suggestion from Spain that Franco was ready to welcome him back to his home.

It cost Pablo Casals a painful searching into his heart to refuse to honor Bach, to refuse these tributes to his own art at an age when,

CONTINUED ON NEXT PAGE



AT HOME Casals gives informal evening recitals on his cello. Below: with some musical friends he listens and makes wisecracks about a wire recording of his playing which his friends made unbeknownst to him with the recorder hidden in his parlor.



← IN THE CHURCH AT PRADES, where the Bach festival will be held in June, Casals practices before the huge, baroque high altar.



PLAYING QUARTETS at the home of doctor friend, Casals sits between Musicians Milton Thomas (*left*) and Alexander Schneider. Pianist is doctor's daughter, aged 12.



BY HIS FRONT DOOR Casals stands beneath acacias with Madame Capdevila, widow of an old friend. Casals lives in caretaker's house on estate of wealthy Frenchman.



CASALS' TREASURES are an 18th Century Bergonzi cello, Beethoven's own notes for start of Ninth Symphony.

Pablo Casals CONTINUED

as he says, "I must suppose that these are the last years of my life." He knew that many of his fellow musicians considered his stand quixotic and that almost all thought it useless. If he still wished to plead his cause, he was told, he could do so more effectively to people made attentive and submissive by his music, and with his fees he could aid many more anti-Franco Spanish refugees than he can help in his present circumstances.

Casals had stated his case long before. He had said, "England and America promised us that after the war the Allies, in whom we had all our faith and to whom we gave all our support, both moral and practical, would support us. Thousands of Spanish people fought with the Allies against the Germans. I, too, risked my life many times, believing them. They abandoned us. It would not be dignified to go to those countries and earn their money under such circumstances." When Sir Stafford Cripps asked him to come to England as his guest so that he could explain why Great Britain found it necessary to maintain relations with Franco, Casals had said, "He would talk politics. I am talking morals." He had added later, "Now, even France has forgotten the war that cost 30 million lives and such suffering as still exists. It is immoral that people have forgotten. Someone must remember. Someone." It was a profound sacrifice for the man whom Fritz Kreisler has called "the best who draws a bow." "If I had the impression of physical or artistic decline," said Pablo Casals proudly one day last winter, "I should not be sorry to retire. But I have conserved everything. I play better than ever. The invitation that made me most unhappy to refuse," he went on, his eyes behind the thick glasses looking at something far away, "is from the successor of Bach in Leipzig, at the Thomas-Kirche, where Bach was cantor. They are celebrating, and this would naturally be for me a great, great pleasure. It makes me very sad. Very sad."

It made young Alexander Schneider, the American violinist whom Casals calls "an extraordinary artist," sad too. He had come during three summers to Prades to play with the master in his exile and had found Pablo Casals practicing and playing in his tiny room as if he were readying himself for a concert the next day. Schneider felt that such music must be heard. If Casals would not come to it, the world must be brought to Casals.

The response to Schneider's idea of a Bach festival in Prades to honor Casals was wholehearted. World-famous soloists—Joseph Szigeti, Isaac Stern, Yvonne Lefebure, Rudolf Serkin, Mieczyslaw Horszowski, Clara Haskill—asked if they could come to Prades to play Bach. Only first-rank musicians were accepted to play in the orchestra that Casals would conduct, and no one was to be paid.

CONTINUED ON PAGE 156

FOR MORNING AIR before breakfast Casals and his dog Follet → walk down a road which leads them to a lovely view of the Pyrenees.



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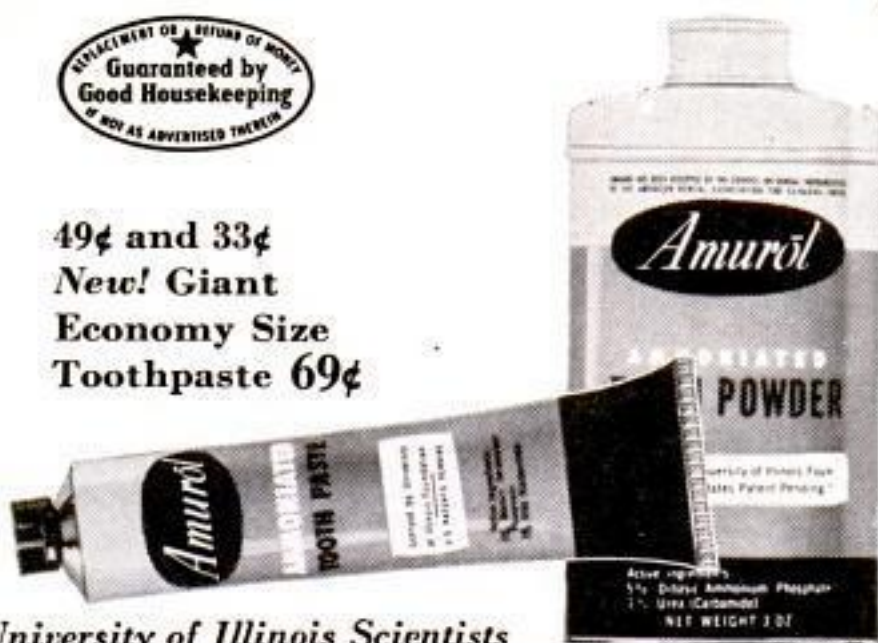
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TWO CELLO EXPERTS discuss their art. With Casals is Diran Alexanian, who wrote noted book on cello playing.

Pablo Casals CONTINUED

Those who come in June to this southwestern corner of France will wind up the low slopes of the Pyrenees from the bustling city of Perpignan to quiet little Prades. Here they will find themselves in Catalan country, for this region was a part of Spanish Catalonia before it was annexed by France in the 17th Century. Prades stands in the shadow of the Canigou, a mountain which is almost sacred to Catalans as the symbol of their fierce patriotism. Pablo Casals is a Catalan, and some of his hatred for Franco stems from the dictator's attempts to wipe out the autonomy which Catalonia achieved in the days of the republic.

When Casals came first to Prades, in the losing days of the Spanish Civil War, there were many refugees from Spain in that part of France. When war came to France, and then defeat, the townspeople reacted toward Casals according to their personal fears and loyalties. He was a known enemy of Vichy and, when the Germans came, he was a dangerous man to know. Casals refused all the German efforts, persistent, polite and then threatening, to make him play for them. Confined to Prades by the police, he devoted all his energy to aiding the Resistance, the men in the mountains, the Spanish refugees who fought with them. He played and practiced for himself when he had time, but he lived and worked for the liberation of France, which he was sure, then, would be followed by the liberation of Spain.

When France was liberated, it honored the fighter, the man and the artist. France's wartime Resistance chief, Foreign Minister Georges Bidault, made Casals a Grand Officer of the Legion of Honor and spoke of him as "a conscience of our time."

Prades was proud of him and called him *maitre* or, in Catalan, *el mestre* (the master). Gradually, as cars began to arrive with distinguished visitors, as students appeared with awe in their faces to approach the great master, the town began to realize that the little Catalan in the old brown sweater was a figure of world renown.

The "blind" musician

PABLO CASALS was born in a Catalonian town in Spain as small, dusty and limited as Prades. His father, Carles Casals, was organist at the church in Vendrell, south of Barcelona. When Pablo was 4 years old his father put him in the choir. By the time he was 6, Pablo had begun to compose music and was begging his father for lessons on the organ. Within a year Pablo could substitute at the organ when his father was sick. When young Pablo took up the violin, he became so absorbed in the new feeling of a stringed instrument that he closed his eyes as he played. The other boys dubbed him "the blind musician" and laughed at him. Pablo, who was *un brutote*, or a tough guy on the playground, took this teasing to heart and would have no more of the violin. Instead he turned to the piano and to Bach. Through his later triumphs and his exile he has begun most of his long life's mornings by playing from Bach's *Well Tempered Clavichord*.

At the age of 11 Pablo Casals fell permanently in love. At a chamber music concert in Vendrell he saw a violincello. (He has since described his love as "like a beautiful woman that has not grown older . . . but younger with time, more slender, more supple and



A STAR PUPIL of Casals' is an American girl, Madeleine Foley of New York, who lives in Prades to study with him.

more graceful.") Soon afterward his father sent him to Barcelona. There, for three years, Pablo Casals earned his keep by playing popular music in cafes while he studied fervently. By the time he was 15 he had been noticed. He was taken to Madrid under the royal wing to play and compose at the court, to the satisfaction of the Queen Mother, Maria Cristina. When he decided, ungratefully, that he wanted to study in Paris, royal patronage was indignantly withdrawn. With his mother Pablo went to Paris anyway, but the big strange city defeated them; poverty and exhaustion drove them back to Barcelona. Casals taught in the municipal music school to earn his bread and took any other jobs he could get. Someone who heard the young Casals play in a gambling casino during this period has said, "He transformed a cage into a concert hall, and a concert hall into a temple!"

When Casals went back to Paris in 1899, it was with Spanish royal approval, after a command performance before England's Queen Victoria, and with a letter to the well-known conductor, Charles Lamoureux, in his pocket. The great Lamoureux, ailing and cantankerous, begrudgingly let Casals play for him. While the young cellist was getting ready, he kept his back to him and went on with the paper work he was doing. But when Casals played the first notes of Lalo's concerto, the famous conductor stopped writing, turned around and then rose to his feet. After Casals finished, Lamoureux offered him a concert. This concert and a following one with the Lamoureux orchestra in Paris began Pablo Casals' continued and fantastic public success.

The concerts which marked the high points of his career are known to all musicians and remembered by anyone lucky enough to have heard them. He has played everywhere in the world and with most of the great musicians and conductors of recent times, including Rachmaninoff in Moscow and Paderewski and Fritz Kreisler in New York.

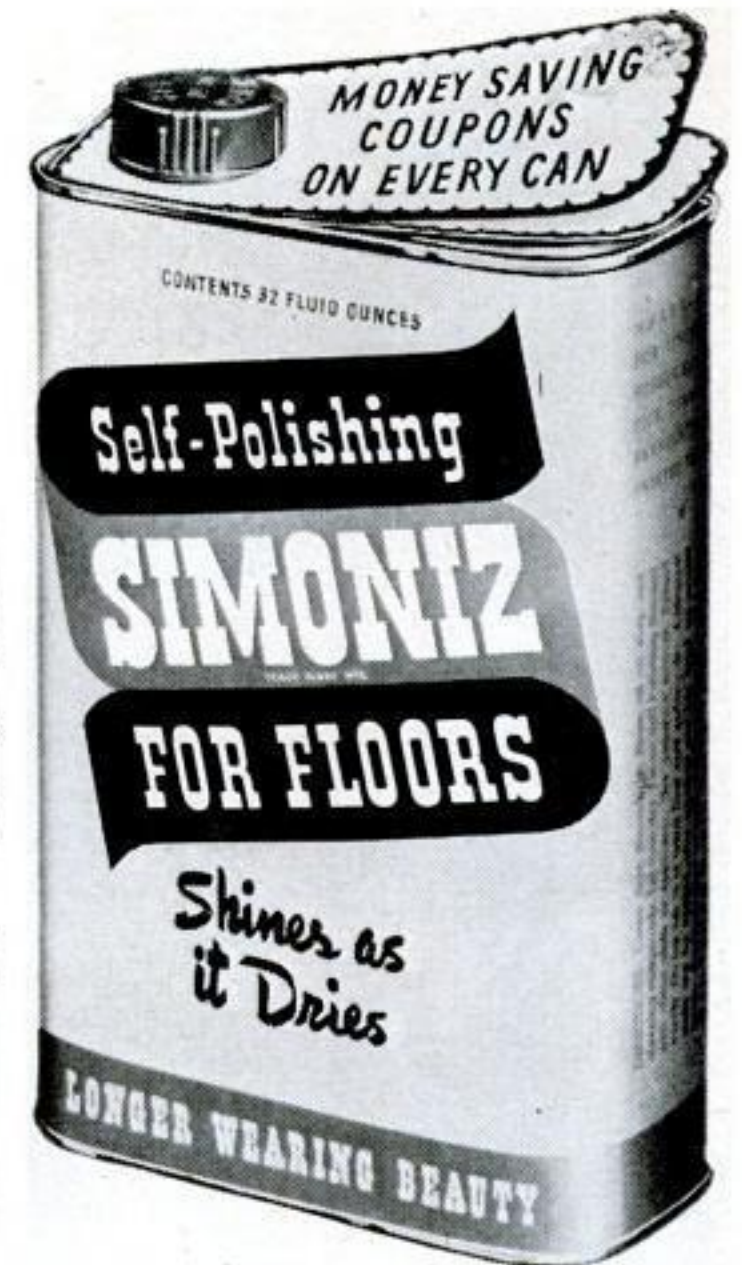
Success gave him pleasure but something less than happiness. During World War I he lost his sense of belonging to a golden Europe. In sensitive and terrible despair over what was happening to plain people, he even contemplated suicide. When the war was over he felt that he should go back home, to his own people. As an artist he had long wanted to do less playing and more conducting, for he considered the orchestra "the grandest instrument of them all." As a man he wanted to bring the finest music to Catalonia, and to look for personal tranquility there. The Orquestra Pau Casals was his proudest achievement and was finally also a success. (In Catalan Pablo becomes Pau, pronounced Pah-oh.) During one concert he gave with his own group in Barcelona, with Alfonso XIII present, a loud voice in the audience cried out, "If *that* one is our king, then our Pau is our emperor!"

When the republic came to Spain, Casals stood aloof from the government at first. But because it allowed so much autonomy to his Catalonia and because he approved of the cultural efforts the new government was making, he gradually identified himself with it and worked for it. This was the happiest period of his life.

He bought a house on his favorite stretch of beach at San Salvador, on the coast of Catalonia, and remade it into a beautiful mansion. He was named *hijo predilecto* (favorite son) by the town of his birth, and on the house where he was born a plaque proclaimed GLORIA DEL MUNDO MUSICAL (glory of the world of music). Having

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VILLAGE OF PRADES, where Pablo Casals lives in foothills of the French Pyrenees, will be engulfed by Bach festival visitors from all over the world.

Pablo Casals CONTINUED

found no permanent happiness in marriage (in 1906 to Susan Metcalfe, an American singer) and having no children of his own, he lavished his affections on his own family, his two brothers, Lluís the farmer and Enric the musician, and on their children, who lived with him.

The Spanish Civil War brought a tragic end to this life. His tour of South America, which raised money to feed Catalan children, was a triumphal one for his audiences. He played in London's Albert Hall for the Spanish children whom England was harboring, and in France for the refugees already flooding into the country. In Barcelona he played for hospitals and to help city morale during air raids. He did not leave Spain until the eve of Franco's final victory in January 1939. His last honor from Spain, before the streets named for him were renamed for Franco's generals and the plaque was removed from his birthplace, came when Franco's armies were in the outskirts of Barcelona. Forty-eight hours before the city fell the faculty of the University of Barcelona met to award an honorary degree to Pau Casals.

It was not until the war in Europe was over that Pablo Casals could get in touch with his family again. He met one of his brothers and his brother's wife and two of his nieces in the Republic of Andorra. He found them emaciated, suffering and sick. "It was miserable, miserable, miserable," he says. This and all the news of his native land added sorrow to his despair as he gradually realized that nothing would be done to free Spain from the dictator. In the spring of 1947 he began the self-enforced exile in which he still lives at Prades.

Hotel for musicians

THE town is the same as it was before he came. The huge, bare Church of St. Pierre dominates the town and is itself dominated by the tall crag of the Canigou. The population of 4,397 goes its way with a combination of French industriousness and the Spanish love of late hours. The cluttered, narrow streets, tightly fronted by gray houses overhung by ironwork balconies and occasionally gaudy with pink marble doorways, come to vigorous life about 6 o'clock. The chief hotel of Prades is the Grand, with 27 rooms and a bath. Here most of Casals' pupils stay, fighting chills and mosquitoes in season and practicing in small rooms furnished with iron bedsteads and unpainted tables. Pamela Hind, a gently bred English cellist, recalls how she timidly asked the hotel-keeper whether she might practice at any time; he replied, "But, of course!" "It's the only hotel in the world," she says, "where they give priority to musicians!"

For a long time Casals lived in a house on the fringe of Prades, where he had a single room so small that the one cello he has with him in exile rested on the bed when he was neither playing nor sleeping. He has moved now to a cottage built for the concierge beside the tall iron gates and gravel driveway leading to Chateau Valrac, the modest estate of a French family named Troy. Here he lives simply with his pleasant, gray-haired housekeeper who fixes his light diet and takes care of his few wants. In the mornings at 8 he walks with his dog Follet and afterwards takes care of his personal correspondence in his tiny, legible script. He speaks Italian, English (well and precisely), Portuguese and German, as well as French,



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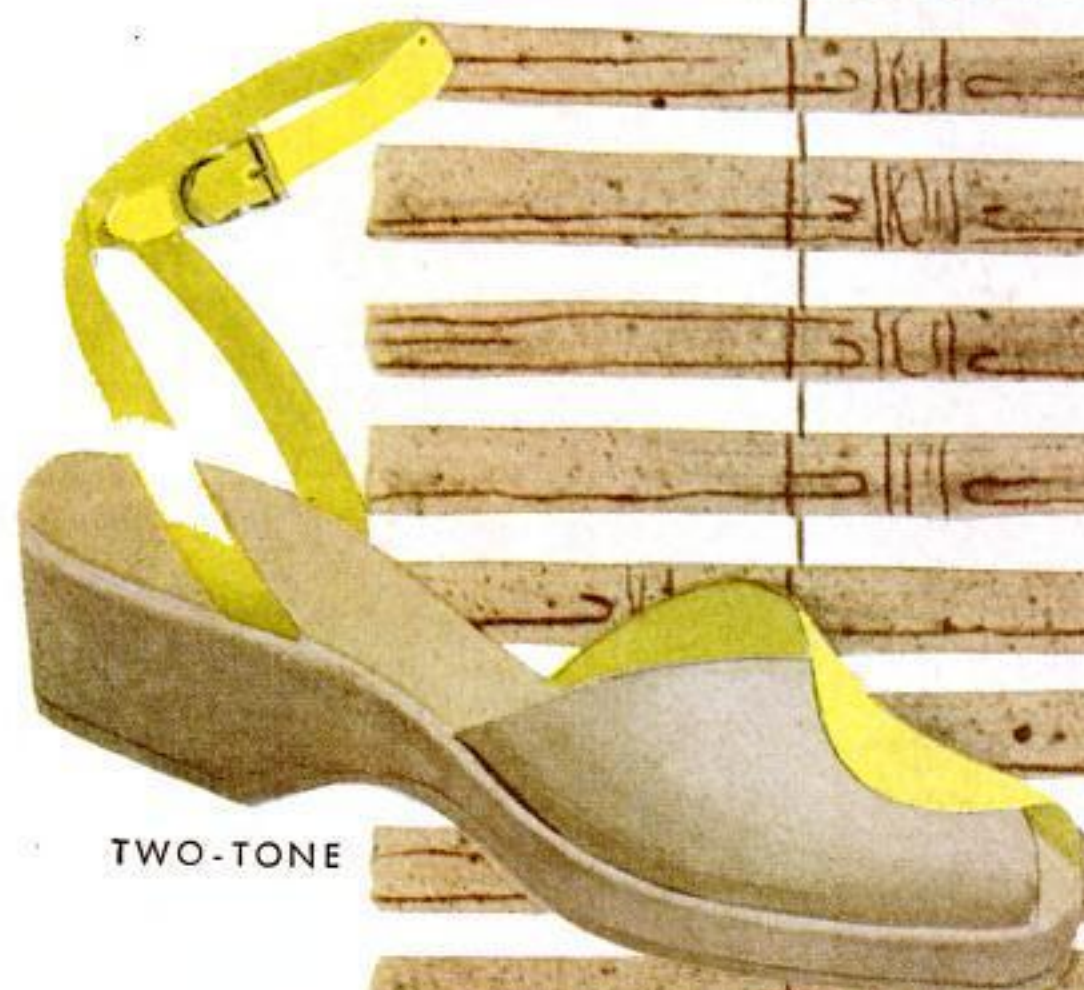




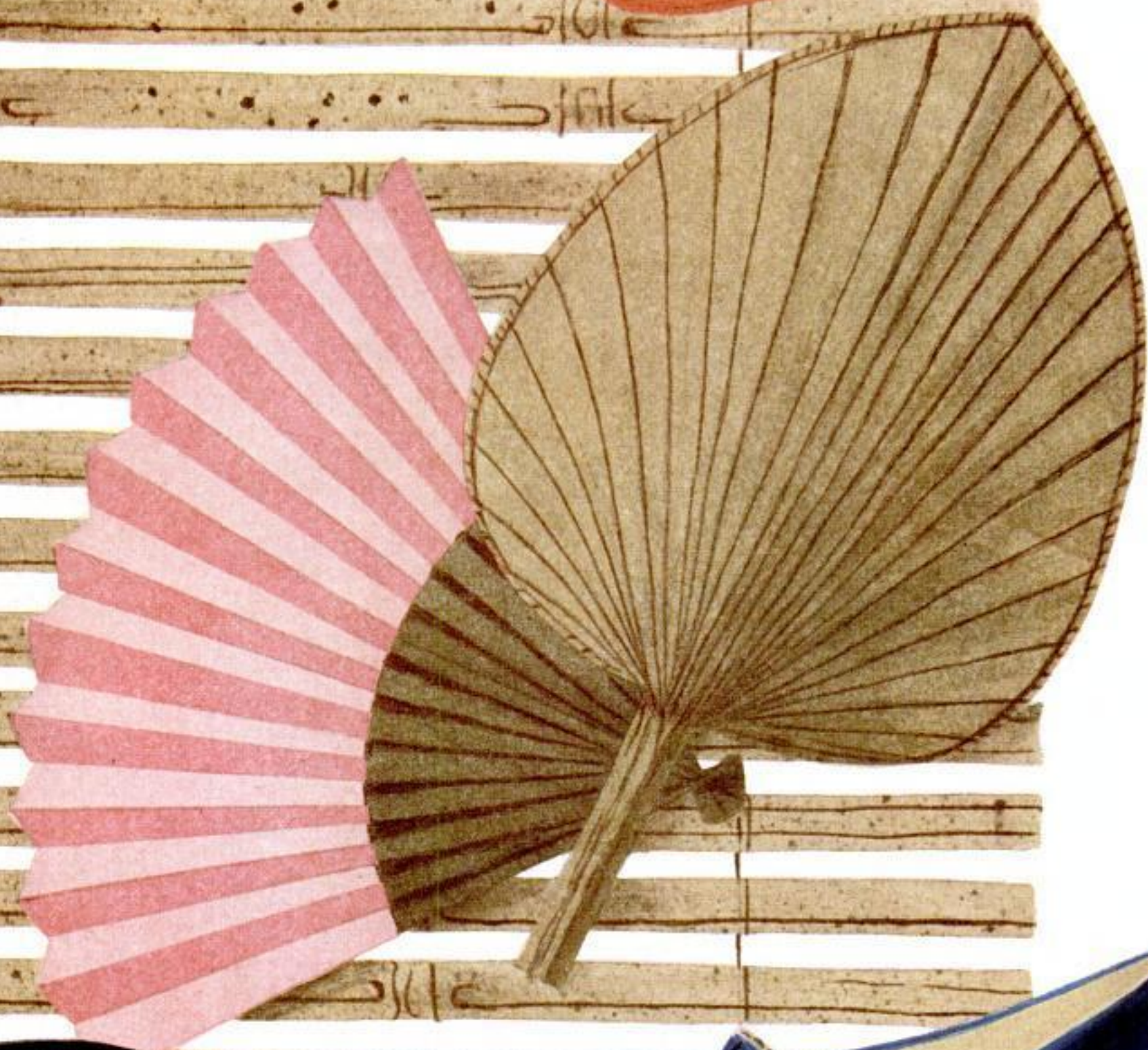
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Pablo Casals CONTINUED

Spanish and Catalan, but prefers to write in one of the last three. He practices, too, in the morning, either on his cello or on his brand-new Pleyel baby grand piano which an admirer from Buffalo recently sent him when he heard that Pablo Casals had only an ancient upright. In the late afternoons he receives visitors, practices or teaches. Casals takes only pupils that interest him and most of them are already of concert stature. He teaches them singly. For two hours at a time he explains theory with precision and passion and then plays to illustrate theory. "I play with all my best effort during lessons," says Casals. "This is the only way. Words are not enough. I do not believe in teachers who can only talk." One of his pupils has said, "A lesson from him is not a lesson; it is a great musical experience."

In this room, too, his friends gather. When Violinist Schneider and the French pianist Yvonne Lefebure were there last summer, Casals says, twinkling with delight, "We had orgies of chamber music in here!"

Pablo Casals says of himself, "Every day I am reborn and every day I must begin again." A biographer has recorded that when a string snaps a few days before a concert, he feels he must begin his work all over again, for each string changes something for him and he must perform at concerts with the ones on which he has practiced. In 60 years of playing in public he has never ceased to feel nervous panic before a concert. During a performance he sweats heavily: a musician who has sat under the flying spray of his conducting swears that Casals must leave salty puddles beneath his cello when he plays a solo.

Casals is now studying Bach for the festival as if the composer with whom he is so closely identified were new to him, seeking the perfection which the world of music expects of him. He once described to his friend, the philosopher Henri Bergson, what happened to him when he was finally satisfied with his knowledge of a composition. It seemed as though a weight "of the pleasant heaviness of gold" sank into him; nothing remained peripheral or accidental. Out of this fixed and controlled center came a phenomenon which was "hardly explainable"—he was fully absorbed in the music, as though in a trance, yet aware of himself and all his movements.

As in his music so in Casals' moral position nothing can be left peripheral or accidental once the conviction of right has sunk into him and become part of him. He cannot compromise with it any more than he can play without playing his best. That is why, when a musician recently protested that Casals' silence was "a crime against music," another artist could answer, "He has given me back a measure of my lost faith in human dignity."

Pablo Casals will not be heard again in the concert halls of the world's great cities until Franco is gone from Spain. But he will be heard this June by music lovers who, by traveling the long, inconvenient way to the dusty little town of Prades, signify, in effect, their endorsement of the moral standard he is stubbornly upholding. He was profoundly moved when the plans for the festival were first presented to him. "They want to give me this wonderful homage of affection," he has said, his eyes alight. "This touches me profoundly. But," he added sternly, "it is my friends and the people who think like myself who come here. The others do not come. Collaborators are not admitted here."



CATALAN REFUGEE FRIENDS of Casals, who live in Prades, listen with affectionate pleasure to his cello music.

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NIGHTCLUBS



HELMETED HORNSBY SWINGS OVER TABLES AT CHARLIE FOY'S NIGHTCLUB

HIGH-FLYING HORNSBY

Young pianist scares and convulses his audience by mixing music with wild nightclub acrobatics



CUSTOMERS OFTEN GET SCARE OF THEIR LIVES ON HIS DOWNWARD SWOOP

Don Hornsby started his life in the nightclub world as a pianist, but he discovered that people paid more attention to him when he supplemented his music with trapeze acts, magic tricks, encounters with rubber alligators and live donkeys. In the course of his five-hour marathon of surrealist madness, Hornsby swings wildly by his heels over the audience (*above*), indulges in all kinds of reckless shenanigans and sits down at the piano only to catch his breath. At intervals he jumps up and shouts *creesh*, a nonsense syllable which convulses his audiences. After success in Los Angeles, Hornsby this month comes to New York to carry on his odd form of confusion over an hour-long NBC television show.

CONTINUED ON NEXT PAGE

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says *Bing Crosby*
Starring in "RIDING HIGH"
 a Paramount Production

BING CROSBY—Owner of two Nevada cattle ranches—says: "The best steaks come from tender, *young* beef. It's only natural that the best tuna comes from the tender, *smaller* tuna fish." Only these tender, smaller tuna fish are packed under the Star-Kist Tuna label.

BING CROSBY'S FAVORITE Baked Star-Kist Tuna Dumplings (only 95c for six servings)



Star-Kist Tuna Dumplings

MIXTURE

Sauté slowly for 5 minutes:

2 tblsp. chopped onion

½ cup chopped celery

in 3 tblsp. butter or margarine

Blend in:

3 tblsp. Bisquick

¼ tsp. salt

1 cup milk

Cook and stir until thick; blend in:

1 No. ½ can Star-Kist Tuna
 (Fancy Solid Pack or Chunk Style)

DOUGH

1. **Prepare:** 2 cups Rolled Biscuit Dough as directed on Bisquick® package (add 4 tblsp. chopped parsley, if desired). Roll into oblong 12 x 18 inches and cut into six 6-inch squares. Place each in large, greased custard cup, fill with mixture and fold corners over top, pinching together to seal.

2. **Bake:** In 425° F. oven about 20 minutes, until brown. Serve with sauce made by heating ¼ cup milk and ¼ lb. processed cheese over very low heat until cheese is melted.

*A Product of General Mills

Star-Kist "The Tuna of the Stars"

Use it in all your favorite recipes too. You'll get extra-flavor, extra-quality, extra-eye-appeal. So always buy Star-Kist, "The Tuna of the Stars!"

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Buy either FANCY SOLID PACK or CHUNK STYLE... Both are the same fine Star-Kist quality!

Hornsby CONTINUED



"CHANGING THE ATMOSPHERE," Hornsby sprays the nightclub with dry ice, thoughtfully assuring customers that it will burn holes in their flesh.



HORNSBY PROPS include television magnifier (left) "for those who can't see me" and megaphone which covers his head while he sings *Gloomy Sunday*.



RUBBER ALLIGATOR scuttles from whisky case. Hornsby's zoo includes a spider named Harley, whom Hornsby commands, "Weave, Harley, weave."

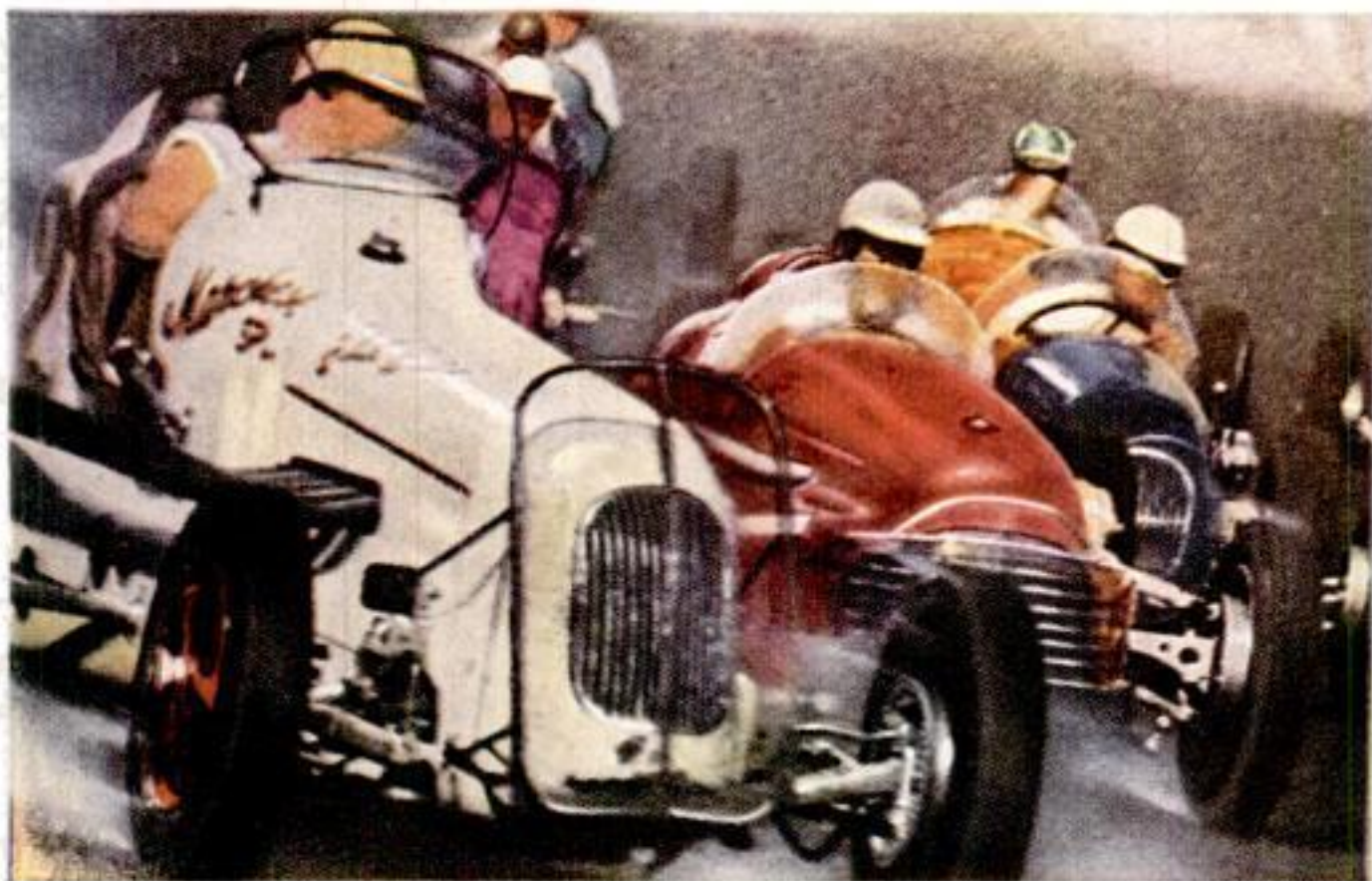
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says *Myron Fohr*

Famous Racing Car Driver

● "Auto-racing fans know that Milwaukee produces some of the nation's fastest racing cars," says Myron Fohr. "And everyone knows Milwaukee brews America's finest premium beers. Like most Milwaukeeans, I've tried the best of them, so you can believe us when we say Blatz is Milwaukee's finest beer!" Yes, official figures show that Blatz is the largest-selling beer in Milwaukee and in all Wisconsin, too. Try Blatz Beer, today!



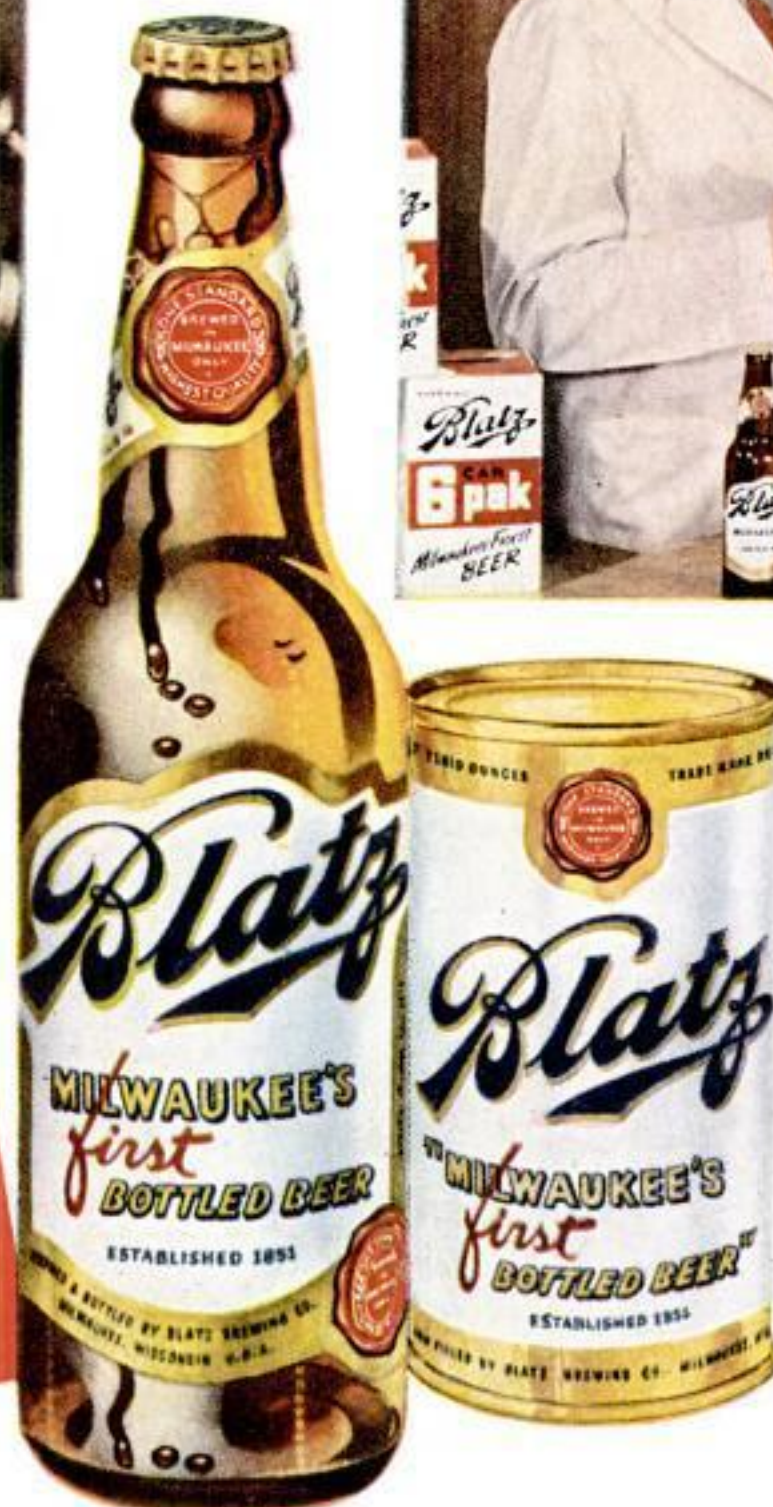
Myron Fohr, who ranked #2 last year among the nation's racing drivers, drives for the famous Marchese brothers of Milwaukee. His best driving to date was in the Indianapolis 500 Mile Classic, where he placed fourth.



Take a tip from Myron Fohr and ask for Blatz today at your favorite club, tavern, restaurant, package store or grocer's. Enjoy Blatz, Milwaukee's *finest* beer!



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Thursday Evening,
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